SEPTEMBER, 1928

BOOKBINDING MAGAZINE

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1928 E. B. A. Convention at Hub Nears Opening Date
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Bookkeeping for the Bookbinder
By MILTON YOUNGWOOD

Controlling Humidity in the Modern Binding Plant

¶ *Also Other Features and Bindery News*

BINDERY BUSINESS-BUILDING IDEAS

The Official Business Publication of the Bookbinding Industry

"YES," IT IS SOMETHING NEW AND DECIDEDLY DIFFERENT AND BETTER THAN ANYTHING ON THE MARKET

"YES"

A Stikflat All Purpose Glue

Copyright, 1928, Gane Brothers & Lane, Inc.

"Yes" is a recent creation adapted for use in the factory, office or home, where an all around adhesive is required. It is transparent, will not curl, wrinkle or discolor any material, will stick paper, leather, imitation leather, cloth, photomounts, etc., to tin, glass, wood, metal, varnished surfaces, and numerous other articles.

Makes paper Onlays and Inlays on book covers stick and lie flat

Useful in the home for repairing lamp-shades, mounting photographs or postcards in scrap-books. Useful for gluing furniture, rubber, metalware or any textile fabric.

Useful in shipping departments for sticking labels or tape of any kind to boxes, cartons, bottles, tin cans, etc.

Being transparent, photographs, pictures or display advertising cards may be mounted on windows or glass most effectively without the observance of the glue itself.

Especially suitable for various office purposes such as gluing papers, etc. so they will stick and lie flat. It is no longer necessary to use a different adhesive for every purpose, use

It won't curl your papers!

"YES" -STICKS everything!

"YES" For ALL Purposes

The Materials LIE FLAT When Glued

For Use in **Homes, Offices, Factories, Schools and Libraries**

Manufactured by

GANE BROTHERS & LANE Inc.

CHICAGO
815 So. Wabash Ave.

ST. LOUIS
202 No. Third

T. W. & C. B. SHERIDAN COMPANY

401 Broadway
New York

550 So. Clark St.,
Chicago, Ill.

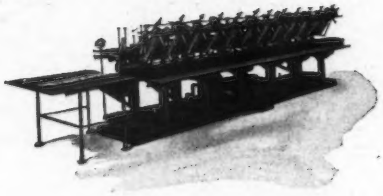
THE USE OF SHERIDAN IMPROVED BOOK BINDING MACHINERY TODAY means a remarkable advancement in the manufacture of books.

THE DAY OF THE IDEAL BINDERY HAS ARRIVED.

The enormous outputs now obtained with Sheridan Machinery reduce the cost of production to figures a few years ago deemed impossible. Best of all these enormous outputs, and the tremendous reductions in help, have been accomplished not only with no sacrifice in quality, but the Sheridan Machine made book is usually far more uniform and stronger than the old fashioned hand-made book.

GATHERER

The machine that thinks.



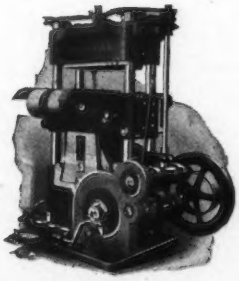
Cuts the cost of gathering in half. Eliminates spoilage and saves two thirds of floor space.

SMASHER

Something new.

WITH or WITHOUT

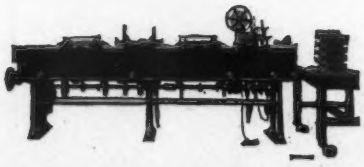
AUTOMATIC CONVEYOR



Heaviest and most powerful smasher on the market. Automatically adjusted head. Equipped with gauge for registering opening and safety shearing pins.

BACKLINER

8,000 Books a day.

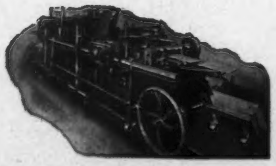


The Missing Link, handles small or large runs cutting costs in half, does better work than the hand job.

CASEMAKER

12,000 to 16,000 cases per day with ease.

AN ALL SIZE MACHINE



Makes a better case than can be made by hand—Can be changed quickly for different sizes.

Only one operator required.

STURDITE

LEATHER CLOTH

STURDITE suggests and actually gives durability. The attractive embossings and finishes further enhance its beauty as a binding for books.

The **STURDITE** plant is devoted exclusively to the manufacture of the sheeting qualities appropriate for bookbinding and has consequently specialized in meeting and surmounting the bookbinders problems.

Large stocks are maintained in each warehouse of The Holliston Mills, Inc. supplemented by reserve stock at the factory. This distribution plan results in real flexibility and unequaled leather cloth service.

Manufactured by
L. E. CARPENTER & CO.
Newark, New Jersey

Sold by
THE HOLLISTON MILLS, INC.
Boston - New York - Chicago - St. Louis

RICH BEAUTIFUL EFFECTS IN GOLD EMBOSSING

The appreciation of beauty is constantly widening. There is without question a better educated sense of what is good in art and what is cheap and tawdry.

The use of genuine gold leaf in the ornamentation of fine books is not new, but the better working qualities of leaf now especially prepared for this purpose has greatly aided the bookbinder, by assuring dependable results, allowing more rapid application and securing positive adhesion.

Only *genuine* gold leaf has the permanent brilliancy so essential in meeting the demand of critical book buyers.

Our specially prepared leaf for bookbinders' use has been gradually brought to its present perfection by years of scientific as well as practical experimentation.

B. B. SPECIAL in REAL GOLD XX DEEP 22¾ carat or REAL GOLD LEMON 18 carat are offered to the trade as our highest grade gold leaf. Put up in roll form that will feed on any automatic roll attachment.

Send for samples. A trial will prove its superiority.

An American made product

"Good Books Deserve Real Gold Embossing"

RAUSKOLB GOLD LEAF

F. W. RAUSKOLB COMPANY

16 FRANKLIN ST., MEDFORD, MASS.

Unexcelled Turning-In

US/MC Folding Machine—Model A

THE US/MC FOLDING MACHINE—MODEL A, for turning round cornered covers and straight sides up to twenty-four inches, is rapidly displacing hand turning and its many inconveniences. This machine has a range of work from the thinnest flexible covers up to heavy leather covers, and is designed for use with paste, glue, or cement.

The US/MC Folding Machine—Model A, has been adopted by many bookbinders, loose-leaf makers and leather goods and novelty manufacturers.

Let us demonstrate the merits of this machine, in your plant, *on approval.*

Write the nearest branch

United Shoe Machinery Corporation

BOSTON, MASSACHUSETTS

Auburn, Maine.....87 Main
Brockton, Mass.....93 Centre
Chicago, Ill.....18 South Market
Cincinnati, Ohio.....407 Gilbert
Haverhill, Mass.....145 Essex
Johnson City, N. Y.....276 Main
Lynn, Mass.....306 Broad
Marlboro, Mass.....11 Florence
Milwaukee, Wis.....258 Fourth
New Orleans, La.....216 Chartres
New York, N. Y.....37 Warren
Philadelphia, Pa.....221 North 13th
Rochester, N. Y.....130 Mill
St. Louis, Mo.....1423 Olive
San Francisco, Cal.....859 Mission

Leading the Field!

Modern facilities, experienced workmen, and uniform quality—these important factors have placed the Consolidated Paper Company definitely in the lead in the production of Binders' Board.

A daily production capacity of over 125 tons enables us to take care of orders of any size, for any grade of board—efficiently, satisfactorily and ON TIME.

Binders' Board 125 tons daily!

CONSOLIDATED PAPER COMPANY

Paper Mills — Box Factories — General Offices

MONROE, MICHIGAN

BRANCH PLANTS: GLENFIELD, PA. — RIVER ROUGE, MICH. — AURORA, ILL.

THE ROSBACK SUPER XX

HEAVY PERFORATOR

Die Guaranteed to Perforate Clean for Five Years and Indefinitely Against Breakage

Built in 28 and 30 inch sizes for belt or motor drive.

Dies drilled by specially designed automatic machines, assuring perfectly spaced holes, perfectly round and true.

Automatic sheet remover and lay-boy.

New model feed gauge furnished as standard equipment.

Steel stripper is heavily reinforced, rigid and indestructible.

Regular equipment includes every known labor and every known cost reducing feature.

This Machine Never Has to Be Laid Up for Repairs
"We don't know how to build 'em better!"

Built by

F. P. ROSBACK COMPANY

Benton Harbor, Michigan

The Largest Perforator Factory in the World

We build:

Automatic Feed Wire Stitchers
Round Hole Rotary Perforators
Round Hole Vertical Perforators
Slot Hole Rotary Perforators
Multiplex Punching Machines
Rosco Punching Machines
Ink Distributors for C & P Presses
Confetti Machines

Safety Trimmer TRIPLED Production

E. J. STACKPOLE, President

THE TELEGRAPH PRESS

"The Printing House of Complete Service"

HARRISBURG, PENNSYLVANIA

General Offices: FEDERAL SQUARE
Plant Office: CAMERON & KELKER

December 9, 1927

Dexter Folder Company,
Lafayette Building,
Philadelphia, Penna.

Attention: Mr. Geo. V. B. Leitch.

My dear Mr. Leitch:

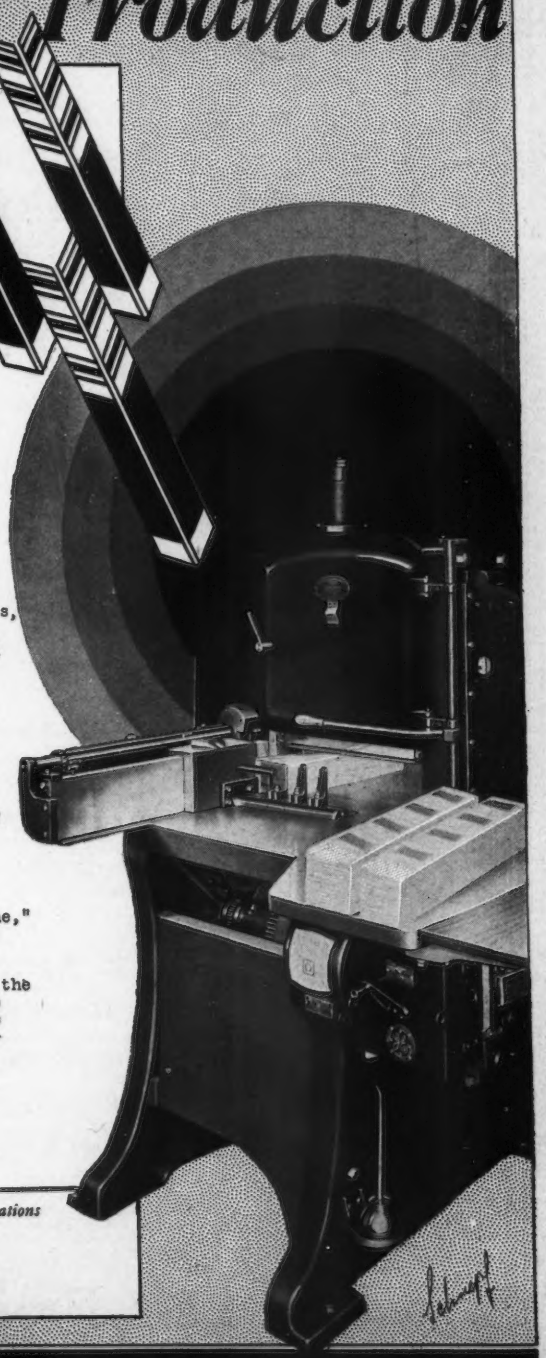
The Safety Trimmer you installed for us several months ago has been such a success that I feel it is only fair that I should write and tell you just what the installation of this machine has meant on the largest job, at least in numbers of copies, that we have ever had. This job you will recall was for two and one-half million, sixty four page booklets and was run two up.

Before installing this machine we were trimming these booklets on a flat-bed cutter and the best production we could get, using the best cutter man in the Plant, was an average of twenty-four hundred per hour. I have taken my production sheets on the Safety Trimmer for fifteen days and averaged the number of books cut and find that a boy with about two and one-half years experience at the bindery trade, with an entirely inexperienced boy as a helper trimmed an average of 7472 books per hour.

A Printer from another plant, watching the Trimmer operating made the remark that "bound books could not be trimmed satisfactory on this machine," but we have found from actual production that our trimming of bound volumes is just as satisfactory as any small pamphlet work that we have used it for. I can say without reservation that it has been one of the most satisfactory buys in up-to-date machinery that we have made, and anytime you wish to bring a prospective customer from this territory to our plant for a demonstration, we will be very glad to have you do so.

Sincerely,
THE TELEGRAPH PRESS
Wm. R. Naugle
W.R.Naugle
Supt.

Advertising · Brochures · Circulars · Direct-Mail · Folders · House Organs · Publications



DEXTER FOLDER COMPANY

28 West 23rd. St. NEW YORK, N.Y.

SPECIAL ANNOUNCEMENT TO THE BOOKBINDERS

A New Book Cloth Plant was recently started under the supervision of *Edward F. Percy,* for thirty-five years connected with the HOLLISTON MILLS, of Norwood, Mass., and for eighteen years, the plant superintendent. The samples of *Braintree Nu-Book Cloths* (including Linens, Vellums and Buckrams) recently submitted to the trade were pronounced perfect.

Braintree Nu-Book Cloths will be sold direct from the plant to the binder, eliminating the heavy overhead sales costs which the binder now bears. You will therefore be getting the highest quality book cloths at a lower price.

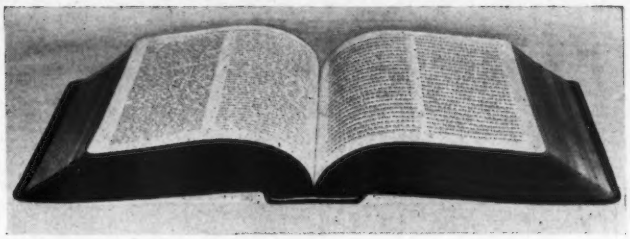
Braintree Nu-Book Cloths are made in a plant equipped with the newest and latest book cloth machinery, located ten miles from Boston, with excellent rail, truck and boat shipping facilities

Mr. J. F. Kane who needs no introduction to the book binders of New York has been engaged as our special representative with headquarters at 358 Fifth Ave., New York City.

Write to

The East Braintree Bleachery & Dye Works, Inc.

East Braintree, Mass., New York Office, 358 Fifth Ave.



Flexibility with strength—good opening qualities with sewing that *is* durable—these are prerequisite to good Bible making.

At a sacrifice of strength flexibility has frequently been attained, only to be lost in a premature death of the volume.

Thoroughly practical, a method now exists for obtaining a tenacious and equal hold on every leaf of a volume, with flexibility that is at once commendable. Such a sewing method is ideal for the treatment of a Bible or similar thin paper edition.

Above is illustrated the "Concordant Version of the Sacred Scriptures." One page is in original Greek with the correlative English equivalents written under; on the opposite page appear a column of notes and the Concordant Version. The volume is Oversewn.

The OVERSEWING process merits your early consideration

OVERSEWING MACHINE CO.

368 Congress St., Boston, Mass.

New Jersey Machine Corporation

Manufacturers of

Automatic Machines for Bookbinders and Printers.

Labelling, Mounting and Gumming Machines for all purposes.

HOBOKEN, N. J. **CHICAGO, ILL.**

YOU CAN'T BEAT THIS

'Pearl Dog" (a finisher's rubber used for collecting surplus leaf) coupled with B. & D. Service, for the reclamation of all Gold wastes, assure you of the greatest possible returns from your stamping department.

One supply house writes: "With reference to the 'Pearl Dog' we recently purchased from you, we are pleased to advise that we have sold this to some of our most critical customers and received repeat orders *several times.*"

If you are not already familiar with the rubber, order a can from your supply house and by all means, let us acquaint you with our ability to make a 100% recovery of the values in your wastes.

The Brown & Dean Co.

Refiners of Platinum, Gold and Silver since 1891

104 Richmond Street Providence, R. I.

THE BOSTON WIRE STITCHER LINE

Leaders for Many Years

These sizes are usually in stock for prompt shipment:

No. 2	Capacity ¼ in., power	No. 11 Capacity 3/16 in., textile
No. 3	Capacity ½ in., power	No. 14 Capacity ½ in., box, 12 in. arm
No. 4	Capacity ½ in., power	No. 15 Capacity ½ in., box, 24 in. arm
No. 5	Capacity ½ in., foot power	No. 16 Capacity ¼ in., calendar
No. 7	Capacity ⅞ in., power	No. 17 Capacity ¼ in., multiple
No. 10	Capacity ¼ in., small box	No. 18 Capacity ½ in., multiple
		No. 19 Capacity ½ in., heavy work

SINGLE-HEAD and MULTIPLE-HEAD MODELS, *meeting every requirement* of modern printing office, bindery and factory work. Conveniences and the single-adjusting feature have made **BOSTONS** the **FIRST CHOICE** in this class of bindery equipment. *Quality of product unequaled.*

GENERAL SELLING AGENT

AMERICAN TYPE FOUNDERS COMPANY

Sold also by Barnhart Brothers & Spindler, *all selling houses; in Mexico and South America by* National Paper and Type Company; *in Canada by* Sears Company Canada Limited, *Toronto-Montreal-Winnipeg*

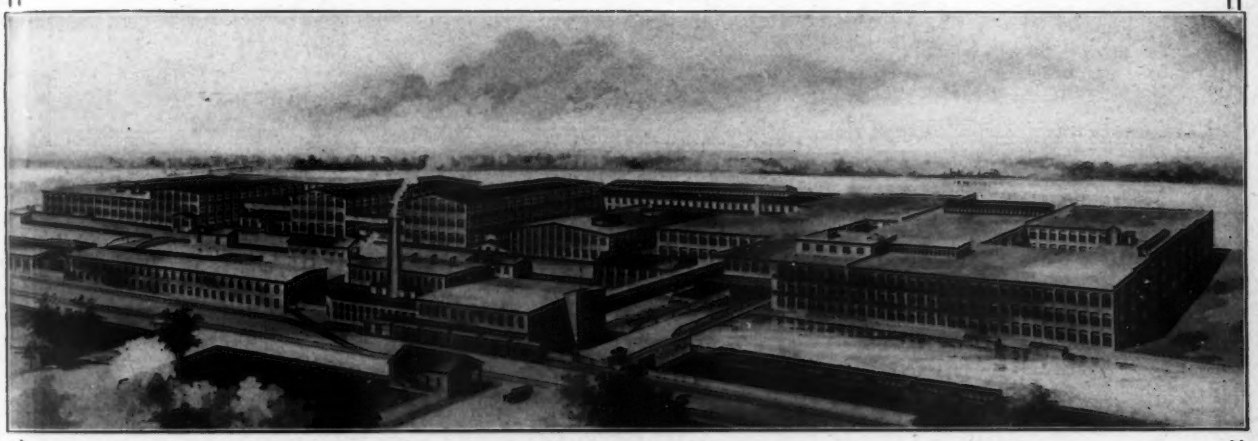
SET IN BROADWAY AND BODONI BOLD MODERNISTIC BORDER HARLEQUINS

OUR NEW "BW" PATTERN

IS USED

"TO COMPLETE THE JOB"

and gives thorough satisfaction



HOME OF SIEGBERT BOOK CLOTH

SIEGBERT BOOK CLOTH CORP.

(Manufacturers for Seventeen Years)

349 BROADWAY (at Leonard St.)

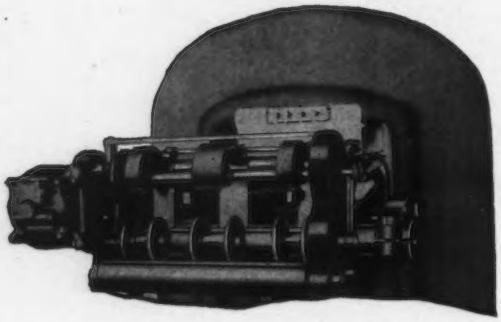
NEW YORK

Boston **Chicago** **Philadelphia**

St. Louis **Toronto** **New Orleans**

The New American Multi-Pull Roll Leaf Feeding Attachment

A time saver ***A money maker***



This new attachment may be attached to any standard stamping and embossing machine. Gold leaf may be fed from any number of rolls, each roll pulling independently any length up to nine inches.

Two attachments may be used at one time on a machine, one feeding at right angles to the other.

Operates with finest precision. This attachment soon pays for itself in the time and material saved.

We allow a 30 day trial

Write for full information and prices

AMERICAN ROLL GOLD LEAF COMPANY

56 PINE ST., PROVIDENCE, R.I.

SCHUYLKILL is pronounced "SKOOLKILL"

SCHUYLKILL LINING PAPER

Is Pronounced "the best end sheet made."

J. L. Shoemaker & Co Philadelphia

Gane Brothers & Lane, Inc. Chicago and St. Louis

Schuylkill Paper Co. Philadelphia

BECKER BROTHERS ENGRAVING CO.

26 EAST 13TH STREET, NEW YORK CITY

DESIGNERS AND ENGRAVERS · OF BRASS STAMPS FOR · BOOK COVERS SINCE 1885

INSURED LOOSE LEAF METAL PARTS

TENACITY LOOSE LEAF DEVICES

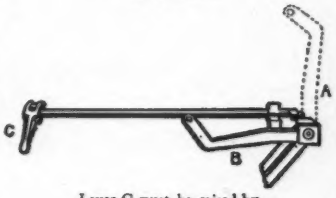
THE TENACITY MANUFACTURING COMPANY

Cincinnati, Ohio

for 40 years 6 reasons—

FOR *forty years*, the name "Seybold" has meant the best in paper cutters. For six reasons, this has been fact. 1. SAFETY. A safety washer, safety bolt, and safety stop indicate how safety has been built in all along the line of operation. A two-hand throw-in device keeps operator's hands away from the knife action. 2. CLAMP PRESSURE. Adjusted by simply turning a ratchet nut. 3. KNIFE ACTION. Pulls down in line with shear slot. 4. BREAKAGE. See description at right. 5. DURABILITY. Solid base. Alignment is fixed. 6. SERVICE. Distributing offices covering the country maintain large corps of schooled service mechanics and engineers.

Safety washer breaks when conditions are wrong, preventing injury to machine. Quickly replaced.



Lever C must be raised by one hand, and B with the other. Furnished on request.

Write nearest office for representative who will gladly explain in detail any of above six Seybold points.

HARRIS-SEYBOLD-POTTER COMPANY
SEYBOLD MACHINE COMPANY DIVISION
DAYTON, OHIO

Eastern Sales Agents:
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Southern Sales Agents:
J. H. SCHROETER & BROTHER, Atlanta, Georgia.

Clamp pressure is indicated visibly as high, low, or medium.

SEYBOLD paper cutters

Seybold Automatic Cutters. Sizes, 32, 34, 38, 40, 44, 50, 56, 64, 74, 84 and 94 inch. Illustration shows 44 inch size. Also Seybold Round Corner Cutters, Die Presses, Embossers and Book Compressors, rounding out the Seybold complete line.

HARRIS · SEYBOLD · POTTER

A Mill...

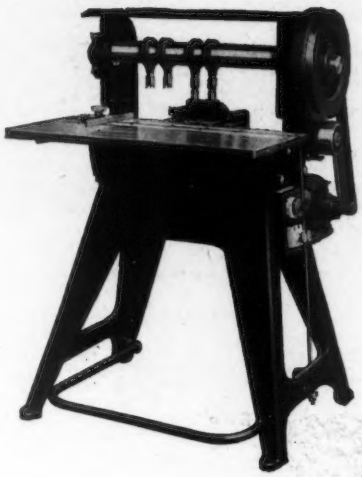
Specializing in the production of binders board by the *SLOW HYDRATION* method.... There is no other way to make the best. We solicit your trial order . .

OTTER RIVER BOARD CO.

Otter River, Massachusetts

Est. 1907

The w-RIGHT PAPER PUNCH



affords greatest variety of work and fills every punching requirement of the bindery:

Round and Open
Hole Punching!
Perforating!
Tab Cutting!
Round Cornering!
Multiple Hole Punching
for Book-keeping Sets,
or any other kind of
special shaped holes.

Interchangeable Attachments

Foot or Power Driven models

Rapid! Convenient! Low Priced!

Write to Wright for the right information.

IF IT'S A "WRIGHT" IT'S RIGHT

The J. T. Wright Company

MANUFACTURERS OF PAPER DRILLING, PUNCHING AND PERFORATING MACHINERY
ALSO DESIGNERS AND BUILDERS OF SPECIAL MACHINERY

2101-2103 Reading Road **CINCINNATI, OHIO**
Agencies in Principal Cities

better glue results

Every user of glue can spend profitably the few moments required to read the new Sta-Warm folder, "Better Glue Results."

It tells in a nutshell why Sta-Warm methods of glue heating give far better results both in actual glue strength as well as glue economy. Yes, sir! a copy will be mailed, cheerfully, to any address. Write:

BECKWITH MACHINE COMPANY
525 N. Chestnut St. **Ravenna, Ohio**

HOLLISTON MILLS, *DISTRIBUTORS*

Sta-Warm
AUTOMATIC ELECTRIC GLUE HEATERS

1844 1928

HICKOK Automatic Ruling Machines and Feeders

The days of real competition are here again. In order to compete successfully, your plant must be equipped with the most improved machinery. Hickok Ruling Machinery has been greatly improved in the last few years.

A HICKOK FEEDER will pay for itself in ten months. There is a Hickok Feeder made for attaching to Folding Machines, Perforators, Presses, etc.

THE W. O. HICKOK MFG. CO.
HARRISBURG, PA., U. S. A.

STANDARD PLATES

You Can Bank On Standard Plates for Permanent Grains and Perfect Reproductions

Originality, Quick Service and Highest Quality Product have built this, the largest exclusive Embossing Plate Manufacturing business in the world.
Standard recognizes no limit in the designing and accurate reproduction of grains.

Quickest Service on All Plates

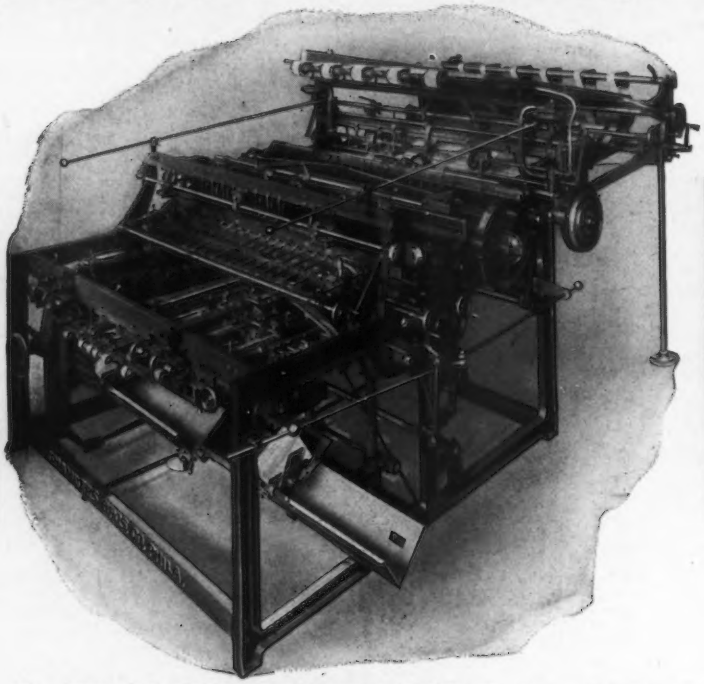
STANDARD EMBOSSING PLATE MANUFACTURING COMPANY
NEWARK NEW JERSEY

STANDARD PLATES ARE "STANDARD OF THE WORLD"

Chambers Brothers Co., Philadelphia, Pa.

Quadruples
Double Sixteens
Drop Roller Jobbers

High Standard of Design, Workmanship and Accomplishment



PAPER FOLDING MACHINES

Continuous Automatic Feeders

E. C. FULLER COMPANY, *Sales Agents*

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NEW YORK

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C. & W. PYLE CO. INC.
WILMINGTON, DELAWARE

SUPREME GOAT, KAIRA, SHEEP, SKIVERS, BUFFINGS, GLAZED KID, ALL COLORS AND GRAINS

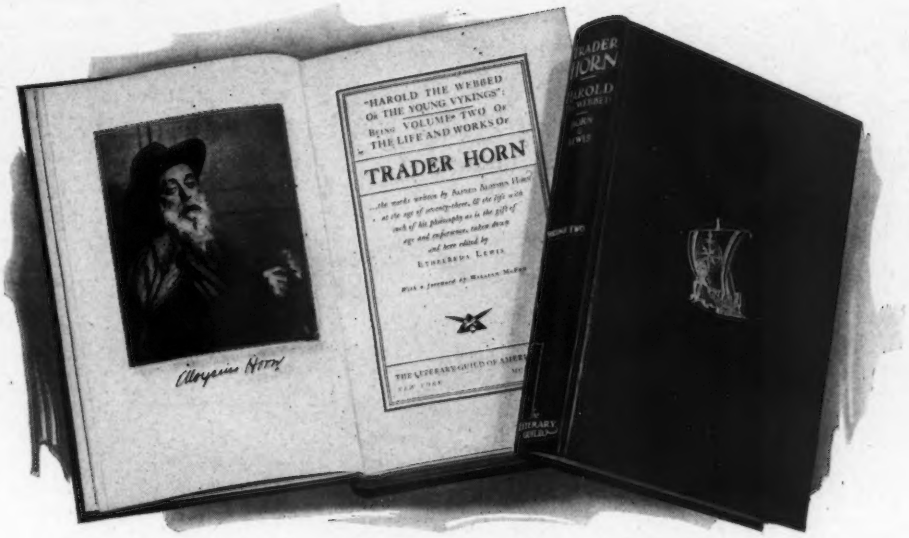
Selling Agents
THE HOLLISTON MILLS, INC.
BOSTON NEW YORK CHICAGO ST. LOUIS

BOOKBINDER ROTARY CUTTER

Can be furnished with either Power or Automatic feed to back gage. Both machines will do stripping as well as cross cutting. Automatic cross cuts strips 5 in. to 22 in. wide up to 40 in. long.

WITH AUTOMATIC FEED FOR STRIPS 5-IN TO 20-IN WIDE.

JOHN T. ROBINSON COMPANY
HYDE PARK MASSACHUSETTS



Published by The Literary Guild. Bound by American Book Bindery, New York

Trader Horn's Latest Book Stamped with PEERLESS ROLL LEAF

TRADER HORN has scored again. His second book promises to equal, in sales and reader interest, the sensational success of the first volume.

It gratifies us that the bookbinders have used PEERLESS Roll Leaf for stamping the cover. The brilliance of the PEERLESS Imitation Roll Gold Leaf against the attractive green of the book cloth is a combination hard to beat.

On all your best binding jobs, on hard-to-stamp materials—in fact, on every stamping job that goes through your plant, use PEERLESS Roll Leaf for first class results. In the long run it is more economical.

The use of PEERLESS Roll Leaf together with Peerless Attachments on your stamping presses speeds up all your stamping jobs. You save sizing, laying on and all unnecessary brushing off. Most bookbinders know this. Perhaps that is why they use PEERLESS Roll Leaf.

PEERLESS ROLL LEAF COMPANY, Inc.

345-349 WEST 40TH STREET, NEW YORK

Telephone Longacre 3915

Branch Offices

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120 High Street

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Fortuna Keeps Your Standard of Work High

Claims that other skiving machines are just as good as *Fortuna*, mean that the *Fortuna* is the standard and the basis of comparison.

THE most delicate job on the most expensive leather may be done on a *Fortuna* Skiving Machine without fear or loss. Your factory is judged by your poorest work, as well as by your "best effort."

Fortuna Skiving Machines make your "best effort" a matter of daily effort.

The *Fortuna* is away ahead in its class or several reasons.

It is small and compact, doing its work well with light and heavy materials.

Main and auxiliary drives are provided with ball bearings of ample proportions to insure stability and efficiency.

Stock is fed into the machine automatically, the operator merely holding the work to the guide.

The *Fortuna* is made up in four different models. Put your problem up to us, so that we may advise you as to your particular needs.

FORTUNA MACHINE CO.
153 WAVERLY PLACE
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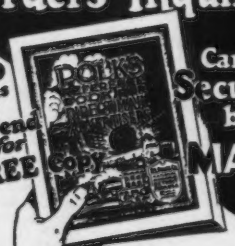

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Mr. John Gahrmann

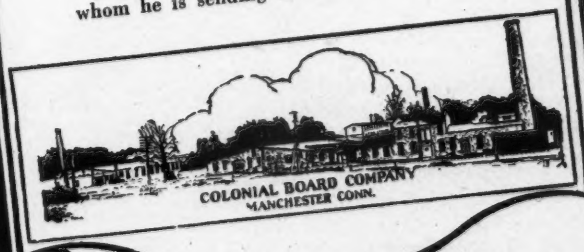
The man who supervises all the work as well as the buying of all supplies for the mill.

You met John's Dad August Gahrmann, in the March issue of this publication, all the Gahrmanns are in the paper industry.

John is 44 years old and has been in the paper industry since he was 16 years old. His first job was spreading paper on the paper lots to dry, and, when it rained—*you let it rain.* From that job he worked at every process in the manufacturing of paper and was even a fireman on the boilers for the drying machines.

He finally became a Superintendent and held this position at another mill for 3 years; after which, he came to us, and has been our Mill Superintendent for 15 years.

John is the father of an 18 year old boy whom he is sending to Yale this fall.



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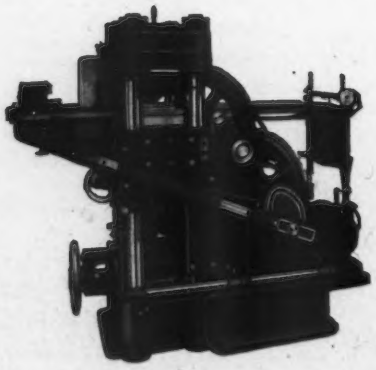

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Views and Reviews

¶ Boston Expects You Next Month

BOSTON is one of the great cities of the country, also of the world. The population of Greater Boston, counting in the municipalities and towns, which are virtually a part of it, is about 2,000,000. It is a big metropolitan center in every sense of the word, besides possessing a distinctive individuality that makes it a delightful place to visit.

Next month, on the 18, 19 and 20, Boston will be host to the Employing Bookbinders of America, whose 1928 annual convention will be held at the Parker House.

It is hardly necessary to point out to members of the E. B. A. the patent advantages of attending the convention. Much of importance to the edition, pamphlet and library divisions of the association will likewise be enlivened by pertinent discussion.

"I'd like to go but don't think I can get away," some E. B. A. reader is perhaps saying, as he reads this.

Make up your mind to go! You will enjoy it; moreover profit by the sessions. Read elsewhere in this issue of the social program, which the Boston committee has planned. And then reserve October 18, 19 and 20 for your Boston trip.

Keeping Your Customers

WHAT makes the customer stop dealing with the firm with which he has been doing business?

Investigation reveals, according to "Better Advertising," that for every 100 non-buying customers:

1 is either dead or unaccounted for,
5 are influenced to do business elsewhere by friends,
14 have unadjusted grievances (real or imaginary),
3 have moved beyond the concern's vicinity,
9 buy elsewhere because of price inducement,
68 *drift away* because of concern's indifference!

Bookbinders spend large sums to get new accounts into their plants, but not enough effort to keep them there. It is well to remember that your plant is no closed preserve. It is just as necessary to sell your customer as your prospect. It's a lot easier, because you already have his confidence, and it's sheer neglect on your part if you don't.

* * *

¶ Successful Manufacturing

CHARLES M. SCHWAB said, in a talk over the radio recently: "One of the dearest friends I ever had in life, Andrew Carnegie, used to say to me when I went to him with my balance sheet and showed him how many hundreds of thousands of dollars we had made that month or year, 'That's interesting: but show me your cost sheet!' That is the mark of successful manufacturing—how economically and how well you do a thing. . . ."

Bookbinding is a manufacturing business. How about your cost sheet? Can you tell, with the records you now keep, what it costs you per hour in each department? If not, then you are not playing fair with yourself and those dependent upon you.

Mr. Schwab should know what he is talking about. He started at the bottom, and you no doubt know where he stands today.

"Show me your cost sheet," should be the watchword of every bookbinder. And don't kid yourself! If you haven't an honest-to-goodness cost system which really tells you something, then you are fooling yourself. You probably would be better off without any.

* * *

¶ Creative Business

"HURRAH for BOOKBINDING MAGAZINE—it sounds like its policy will be to help the publisher produce a better and greater selling book," says L. M. Cross, president of the Vir Publishing Co., Chestnut St., Sixth to Seventh, Philadelphia, in a letter to BOOKBINDING MAGAZINE.

"In the old days the bookbinders simply obeyed orders. The binders' stamps were furnished him, he was ordered as to the color of the cloth, and he became simply a machine. But, as I take it, your magazine is holding the standard to the bookbinders to become 'consulting engineers,' or you may term it 'architects,' to help in designing the book and to elevate the standard of publishing which will surely produce increased trade for the binders.

"Speaking as an individual connected with the publishing business, and always will be as long as I've got a brain to think and the power to put it over, I welcome with heartiness your idea, because that is the way I take it, that the bookbinder is not going to be simply a machine, but a vital power with brain and thought, serving, not only the publisher but the bookseller and the retail purchaser."

* * *

¶ Keen Interest in the Book Beautiful

THE exhibition of fine books, beautifully printed and bound, which has just closed at the Casa Italiana at Columbia University was visited by thousands of persons not associated with the University in any way. Nor were they members of the groups or classes which are ordinarily associated in our minds with an appreciation of the beautiful. They were middle-class bookkeepers, housewives, small shopkeepers and so on. There were street car conductors there, too, and others of the working classes.

And they were interested in the books shown because those books were beautifully bound and beautifully printed.

Doesn't sound quite right, in these days of tabloids and scandals? Perhaps not. Yet it has always seemed to us that the public as a whole is badly underrated when it comes to its appreciation of beauty. We may not understand the relation of mass to line nor the technique which makes pleasing proposition possible, but deep in all of us is an instinctive liking for that which is soundly proportioned and beautifully executed.

BOOKBINDING MAGAZINE

114 East 32nd Street
New York City

Vol. VIII Sept., 1928 No. 3

Single Copies	$0.25
Yearly Subscription	2.00
Foreign	4.00

Associate Publishers
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114 EAST 32ND ST. **BOOKBINDING MAGAZINE** NEW YORK CITY

A Magazine of Business Building Ideas for the Bindery

VOLUME ~~XIII~~ XIII SEPTEMBER, 1928 NUMBER 3

BIG E. B. A. CONVENTION Nears Opening Date

¶ Only Six Weeks Remain Until 1928 Gathering Gets Under Way in Boston October 18, 19, and 20.

THERE are a number of reasons why every member of the Employing Bookbinders of America should attend the 1928 annual convention, to be held in Boston next month, the 18th, 19th and 20th.

First of all, an E. B. A. convention will be held for the first time in the New England metropolis, which as it is the center of a 2,000,000 population area, is well worth visiting, if you have never been there before.

And if you have been there before, even in recent years, you will be surprised to see the startling changes which are taking place in the downtown sections in the construction of large buildings, the widening and opening of new streets—all this symbolizing the progressive march of a great American city.

Hub's Historical Background

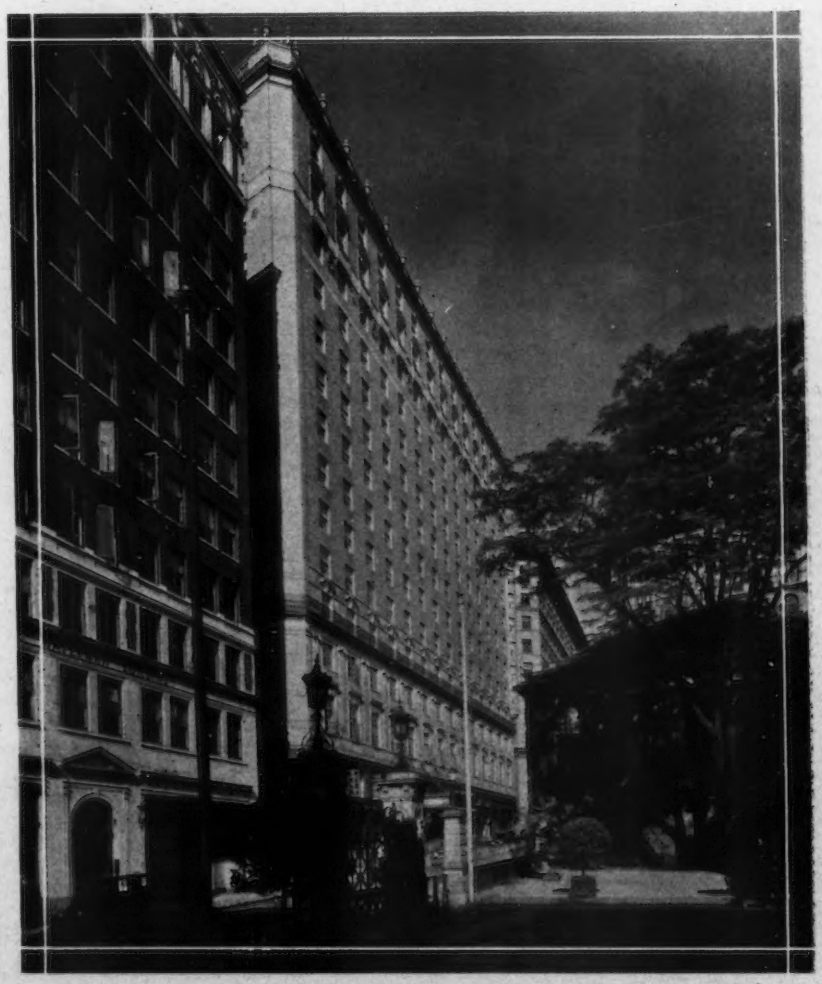
Boston offers much to the visitor within her gates in the way of historical interest, and E. B. A. members will be able, in addition to attending the important sessions at the Parker House, to view with their own eyes Boston's many hallowed shrines, where important events, which directly contributed to the founding of the nation, occurred.

Secondly, there is the strong asset value to be obtained from the group meetings themselves.

We think that if you stay at home this time you will regret it.

For not only is the committee in charge of the convention engaged in preparing an unique social program which will be remembered, but the business sessions, besides the general meetings, will feature informal talks and reports of vital interest to edition binders, pamphlet binders and library binders, at each of which the special problems of the particular branch of industry will be discussed.

At a recent meeting of the Association of National Advertisers in Cleveland, the president of that organization, William A. Hart, advertising manager of E. I. du Pont de Nemours & Co., Inc., made the fol-



Looking up School street, Boston, towards the Parker House, at left, where E. B. A. Convention will be held. Famous King's Chapel at right.

lowing pertinent observation about the benefits to be gained from attending conventions:

"It often happens," he said, "that a casual contact formed at a convention will develop a new idea hugely profitable to a business or that may change the entire trend of one's life. Informal discussions and the making of new acquaintances constitute one of the most valuable features of a convention."

The lobby of the Parker House, where visiting members of the E.B.A. will gather informally between sessions of the annual convention.

While a great deal of attention will be paid to the group meetings, the general business sessions promise to be even more interesting than those of the past. Following the issuance of the first portion of the Text Book, it is possible that the subject of vocational education in the industry will be one of the important topics up for discussion. The question of average production records is also certain to bring up some interesting views from the floor.

As told elsewhere in this issue of BOOKBINDING MAGAZINE, the special committee of the Pamphlet Binders' Group of the E. B. A., of which Irving E. Partridge, of Hartford, Conn., is chairman, will present a draft of its studies to date of pamphlet production records, the result of a national survey which will still take several years to complete.

An 100 Per Cent Convention

Likewise, topics of vital concern are slated to come up for consideration at the edition binders' and library binders' sessions.

From all indications the committee, of which George K. Bird, of the Plimpton Press, Norwood, Mass., is the chairman, and which is in charge of the 1928 convention, is coming as near to achieving the 100 per cent convention as is possible.

"I have been to all the E. B. A. conventions so far," a New York member told an editor of BOOKBINDING MAGAZINE, "and they have been as different from the average convention as black from white.

"What I want to hear are hard, cold facts about the bookbinding business that will give me some bigger ideas as to how to run my plant. And while I admit I can read all about the convention later in BOOKBINDING MAGAZINE, nevertheless there is nothing like being on the scene yourself. Not only have I got valuable information and new ideas at previous conventions, but I have also made lots of fine friends from all over the country.

"You may be assured that I'll be in Boston at the convention."

The Parker House

There are certain hotels whose fame has spread around the world—hostelries whose names have built up an international reputation.

Among these is the famous Parker House of Boston, where the three-day convention will be held.

Founded by Harvey D. Parker in 1856, the Parker House from the start became the center of Boston's social life, and likewise was the gathering place for the literary and publishing celebrities of the Hub during the golden age of the American Athens.

The hotel is but a few steps away from the Old South Church, the Park Street Church, the Old State House and Boston Common. Harvard University can be reached in a few minutes by subway, which crosses the Charles River on the Cambridge Bridge.

Overlooking busy Boston harbor, with its in-bound and out-bound freighters, steamers and fishing craft, and built on a romantic old wharf, still redolent of memories of West India, East India and China trades, is located the Boston Yacht Club, where the E. B. A. members will be tendered a complimentary dinner on Thursday evening, October 18, the opening day of the convention.

This club, which evoked Arnold Bennett, the English author, to lyrical enthusiasm, when he was a guest there several years ago, is acknowledged to be one of the finest appointed clubs of its kind in the world, besides possessing an inimitable background and atmosphere suggestive of clipper ship days.

On the same day, late in the afternoon, before dinner at the yacht club, there will be a sightseeing trip to historic Lexington and Concord.

These two charming New England towns, whose names bring back memories of stirring Revolutionary War days, when home-spun clad Colonials fought off the "red coats," and fired the shots "heard around the world," should be visited by every American.

The large party will stop at the Hancock-Clark House, Lexington Green, the scene of the Battle of Lexington, the old houses, the statue of the Minute Man, and thence on to Concord, following the route of Paul Revere, visiting the Old North Bridge, where the first shot was fired.

* * *

Improvements in Philly Plant of American Type Founders

Extensive improvements have been made in the Philadelphia plant of the American Type Founders Company, under the direction of the new manager, Otto E. Zimmer. The plant has been enlarged, newly-painted and on the spacious floor are complete installations of model printing plants equipped with type cabinets, printing presses, paper cutters, bindery machinery, and other machines, devices and accessories carried by the company. Each one of these miniature printing departments may be put in actual operation for demonstration purposes.

* * *

Joseph Lear Dies Suddenly

Joseph Lear, secretary of the Van Rees Book Binding Corporation, of 304-322 Hudson street, New York City, died suddenly, August 24, after a short illness.

Mr. Lear was formerly in the employ of Braunworth & Co., Inc., of Brooklyn, N. Y., and joined the Van Rees company when it was established and was mechanical superintendent until his death.

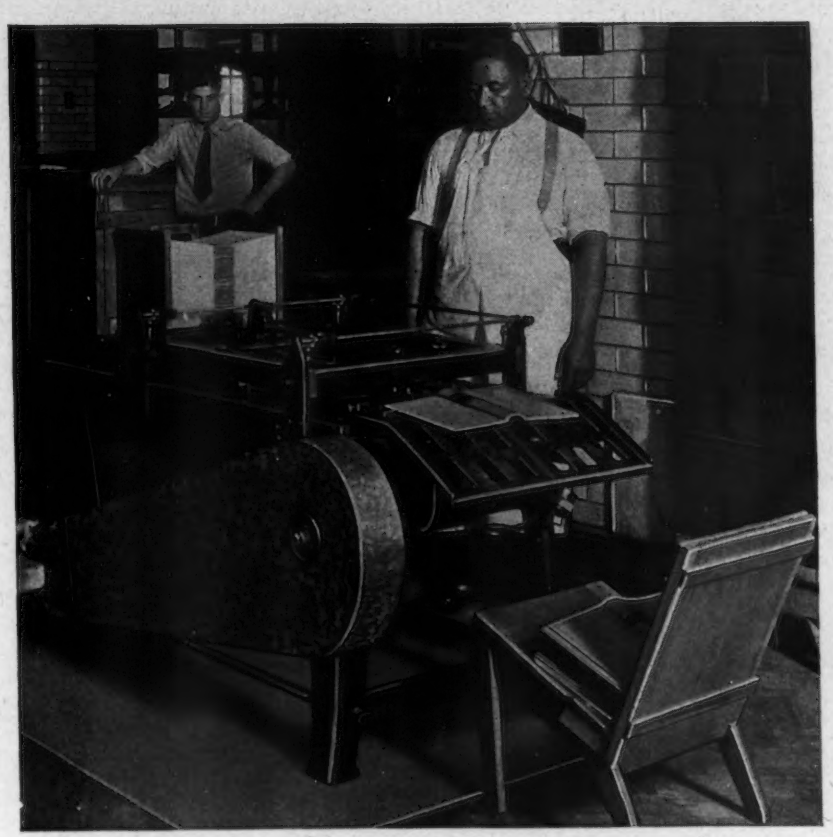
"Mr. Lear was a capable, honorable and just man, and all of our people, including the officials of the firm, feel his loss most keenly," said C. A. Van Rees, president.

SMYTH

STANDARD OF THE WORLD IN BOOKBINDING MACHINERY

THE SMYTH CASE BACK FORMING MACHINE

At The GOVERNMENT PRINTING OFFICE WASHINGTON, D. C.



Note the round of the back and the joints of the cover being delivered by the machine.

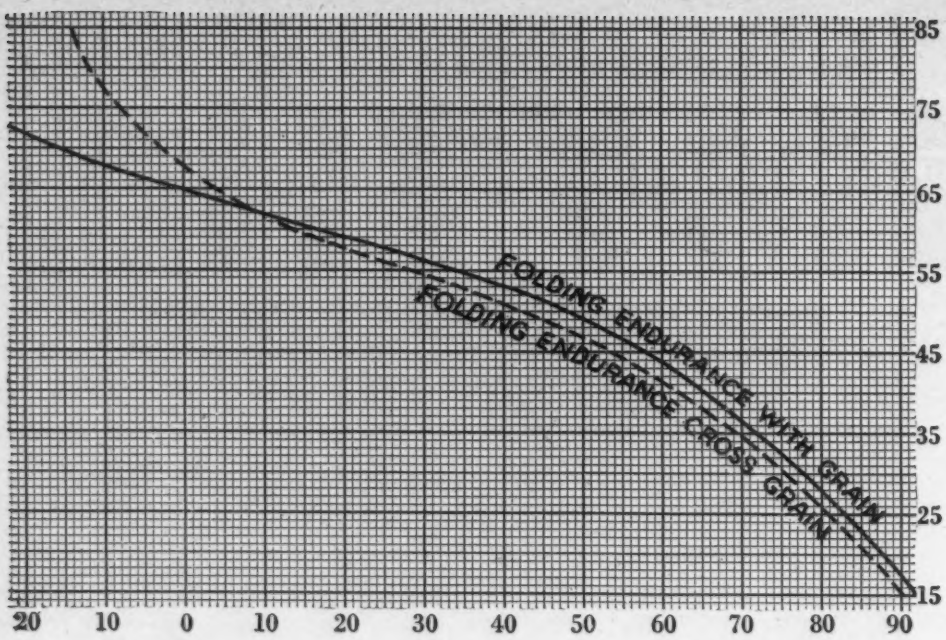
This machine shapes the backs of covers for round back or flat back books. On backed work it also creases the cover at the joint. The advantages of the machine over shaping the backs of book covers by hand are:

1. Speed—50 to 70 cases per minute.
2. Quality—only users appreciate the splendid shaping of the back and deep, sharply defined creases or joints that the machine gives.
3. Appearance—the method of forming and the use of electric heat give a finish to the back of the cover which no other method can equal.
4. Perfect books—all covers are absolutely uniform and fit the books for which they have been formed exactly, resulting in a perfect finished book of superior appearance.
5. Forwarding—the accuracy and uniformity of the covers adds from 15 to 20 per cent. to the output of Smyth Casing-in Machines as every book fits squarely in the cover.

The advantages obtained by the use of the Case Back Forming Machine have exceeded expectations in every plant in which the machine has been installed. Several of the larger bookbinders have told us after operating the machine for a few months that it was hard for them to understand how they had got along prior to its use. The machine will take covers from 5½ in. x 7½ in. to 14 in. x 22¼ in. Please ask us for further details.

E·C·FULLER COMPANY

PHILADELPHIA BOURSE BUILDING | NEW YORK 28 READE ST. | CHICAGO 343 So DEARBORN ST.



This chart, based on figures prepared by the Bureau of Standards at Washington, shows how paper loses in folding endurance with reduction of humidity. For example, at 33 per cent relative humidity, folding endurance has decreased 70 per cent from that at 65 per cent relative humidity. Zero represents endurance at 65 per cent relative humidity

CONTROLLING HUMIDITY

In Modern Binding Plant

¶Excessive Conditions Can Be Regulated in Various Ways—Importance of Humidifiers

THERE is hardly a bookbinder or ruler who has not been confronted at some time or other with the "wet and dry question" in his plant.

The problem of too much or too little humidity can be met by some simple means, as explained in the accompanying article, although when conditions demand a more scientific method of regulation, the logical solution appears to be some humidifying device, automatically controlled.

Acknowledgment is given the Warren Paper Co., of Boston, for the data on which this article is based, also for the illustrations. This company has done considerable research work relating to the reaction of paper to humidity in bindery and pressroom.

PART TWO

MANY experiments and attempts have been made to control humidity in binderies and pressrooms, but so far nothing has been devised or invented which will give even an approximately positive control without excessive cost. The most that can be hoped for at the present time is a regulation of humidity conditions to a point where extreme excesses and changes are eliminated.

Some Simple Methods

To do this much simply means protection of paper against excessive moisture, and on the other hand extreme dryness of the air.

In the protection of paper against the stretch and expansion, wavy edges, etc., caused by the absorption of excessive moisture, there are several simple methods which any printer or binder may adopt, if his plant is not equipped with a mechanical humidity control device, any one of which will be of some assistance.

If the paper in a pile develops wavy edges, one way is to "rack" or hang the paper in very small lifts, so that the air can reach it from all sides.

In a recent issue of BOOKBINDING MAGAZINE an illustration was shown describing how a color printer, whose plant was subjected to excessive moisture, aided the binder by having the sheets, as they came off the press, drop directly into an oilcloth container, with sides. When a certain number of sheets had been so deposited, the container was closed up, wrapping up the sheets completely, thus protecting it until it was ready to fold at the bindery.

Effective Ways to Overcome Extreme Dryness

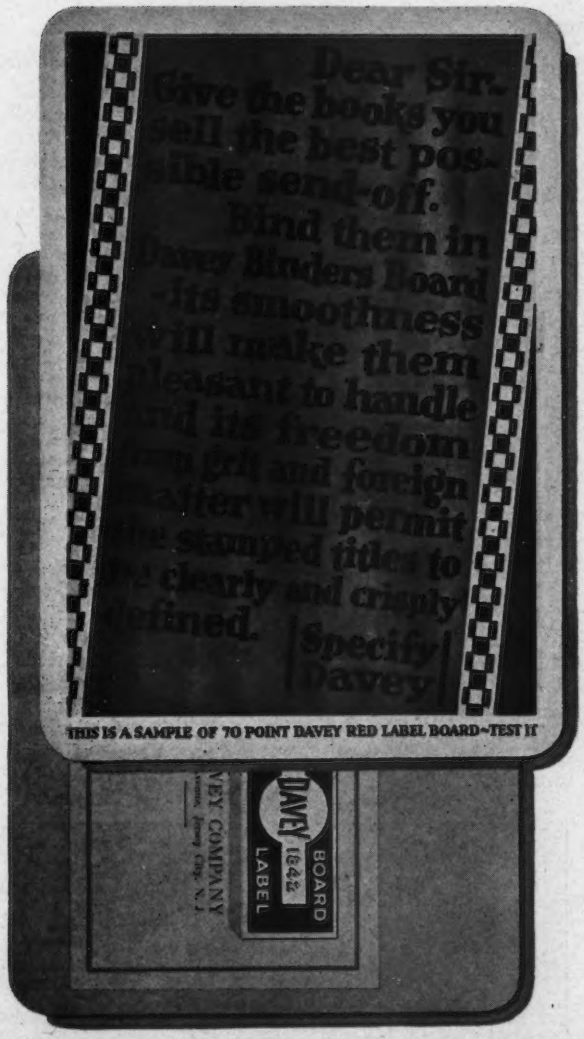
There are other simple and yet effective ways of overcoming the difficulties caused by extreme dryness. Curling, electricity, offsetting and "cracking" or "breaking" during folding of sheets in the bindery may be greatly helped by any one of a number of ways of injecting moisture into the room. Opening the pet cock of a steam radiator, sprinkling the floor, placing wet sponges on feed board and jogger table, or placing pans of water around the room, will all help supply new moisture for the paper to absorb and

A thorough investigation of the publishing field has proved to us that publishers must be *induced* to use binders board instead of box board. This mailing piece is intended to sell them that idea—it approaches the subject not on the matter of price, but of appearance. We ask publishers to *specify* DAVEY—we ask your cooperation in this effort.

Bookbinders everywhere are expressing their appreciation of our new pointage table—that gives the correct thickness in thousandths of each number of board, together with its conversion in different sizes. Shall we send you several copies?

To be mailed Sept. 8

This DAVEY message will help you sell



ALBANY, N. Y. ..... Hudson Valley Paper Co.
BALTIMORE, MD. ..... Matthew C. Fenton
BOSTON, MASS. ..... Baird & Bartlett Co.
BUFFALO, N. Y. ..... The Alling & Cory Co.
" ..... Geo. Irish Paper Co.
CHICAGO, ILL. (Red Label Board) Louis De Jonge & Co.
" ..... Gane Brothers & Lane
" ..... Slade, Hipp & Meloy
CINCINNATI, OHIO ..... Queen City Paper Co.
CLEVELAND, OHIO ..... The Alling & Cory Co.
COLUMBIA, S. C. ..... Epes-Fitzgerald Paper Co.
GREENSBORO, N. C. ..... Dillard Paper Company
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JACKSONVILLE, FLA. ..... Knight Bros. Paper Co.
LOS ANGELES, CAL. ..... Blake, Moffitt & Towne
NEW HAVEN, CONN. ... The Minotte E. Chatfield Co.
NEW ORLEANS, LA. ..... E. C. Palmer & Co.
NORFOLK, VA. ..... Old Dominion Paper Co.
PHILADELPHIA, PA. ..... James S. Barber's Sons
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SAN FRANCISCO, CAL. ..... Blake, Moffitt & Towne
" ..... Norman F. Hall Co.
SAN ANTONIO, TEXAS ..... San Antonio Paper Co.
SEATTLE, WASH. ..... Mutual Paper Corp.
ST. LOUIS, MO. ..... Gane Brothers & Lane
SYRACUSE, N. Y. ..... J. & F. B. Garrett Company
TACOMA, WASH. ... Tacoma Paper & Stationery Co.
WASHINGTON, D. C. ..... R. P. Andrews Paper Co.
TORONTO, ONT., CAN. ..... Brown Brothers, Ltd.
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CANADIAN REPRESENTATIVE
The Brown Brothers, Ltd., Toronto 2, Ontario, Canada

THE DAVEY COMPANY, 164 LAIDLAW AVE., JERSEY CITY, N. J.

Solving Bindery's Humidity Problem

less trouble will result from curling, electricity or offset.

Uniform Temperature Necessary

While all of these home-made methods will help materially to overcome serious paper trouble in pressrooms and binderies, they do not insure anywhere near the uniform relative humidity which is desirable and almost a necessity.

Considerable experimenting has been done within recent years by manufacturers of humidifying devices in their attempts to overcome conditions existing in pressrooms and binderies and produce a device which could be offered at a price which would enable the smaller binder to equip his plant. Much progress has been made along these lines. Some of the best-known are those made by the American Moistening Co., of Boston; the Parks-Cramer Co., Fitchburg, Mass., and the Bahnson Co., of Winston-Salem, N. C.

Classifying Humidifiers

Humidifiers may be broadly classified into two main groups:

(*a*) Those which inject free moisture into the air.

(*b*) Those which supply previously heated or cooled, moistened or dried air.

Group (*a*) consists of unit water pressure fan type and compressed air atomizer humidifiers.

The unit water pressure humidifier, 100-150 lbs. per square inch, is regarded as efficient and economical.

The atomizer type operates on compressed air with no pressure on the water, a feature which prevents overflow without the use of any type of automatic valve.

In the centrifugal type, water, fed under very slight pressure, is thrown from the periphery of a fast revolving disc against a corrugated copper sheet, which breaks up the drops of water so finely that the surrounding air is capable of absorbing them before they can be deposited on adjacent walls or machinery.

It is impossible to de-humidify, withdraw the moisture, to any appreciable extent with any of the devices in group (*a*).

Group (*b*) consists of central station humidifiers, the only type which will de-humidify.

All of the above types should be automatically controlled.

Summarizing Paper Troubles

Most paper troubles during the winter months will be largely from excessive dryness and low or radical changes of temperature.

These will be in the form of:

1. Shrinking of sheet causing poor register—likely to occur if first color is run on paper directly from case before it has adjusted itself to humidity conditions of pressroom.
2. Curling—likely to occur when paper is exposed to dry or artificially heated air which has been given no opportunity to absorb moisture.
3. Electricity—likely to occur to excess with paper brought from cold room to warm, dry, artificially heated pressroom.
4. Surface cracks in folding—likely to be serious if the paper has been exposed in dry, artificially heated rooms for several days and been over gas flame attachment.

In Spring and Summer

While it is true these troubles will prevail most generally in the winter months, they will also occur and interfere seriously with good pressroom and bindery performance during extended periods of warm, dry summer days.

It is during the spring and summer months, with their damp and sultry days and quick changes from high to low, or low to high relative humidity, that most paper troubles caused from excessive moisture will occur.

Stretching and Shrinking

These will be in the form of:

1. Stretching and shrinking causing poor register—likely to occur with quick changes of humidity from day to day or even during day.
2. Wavy edges causing slur and wrinkles—likely to occur in short period with papers taken from case and piled, exposed to excessive humidity conditions.

All of these paper troubles can be controlled to a degree which will insure good pressroom and bindery performance with a careful checking of relative humidity in each plant. With the expenditure of only the small amount necessary for a good hygrometer any binder can check his humidity conditions, and at least be warned in times of extreme changes and govern his production accordingly.

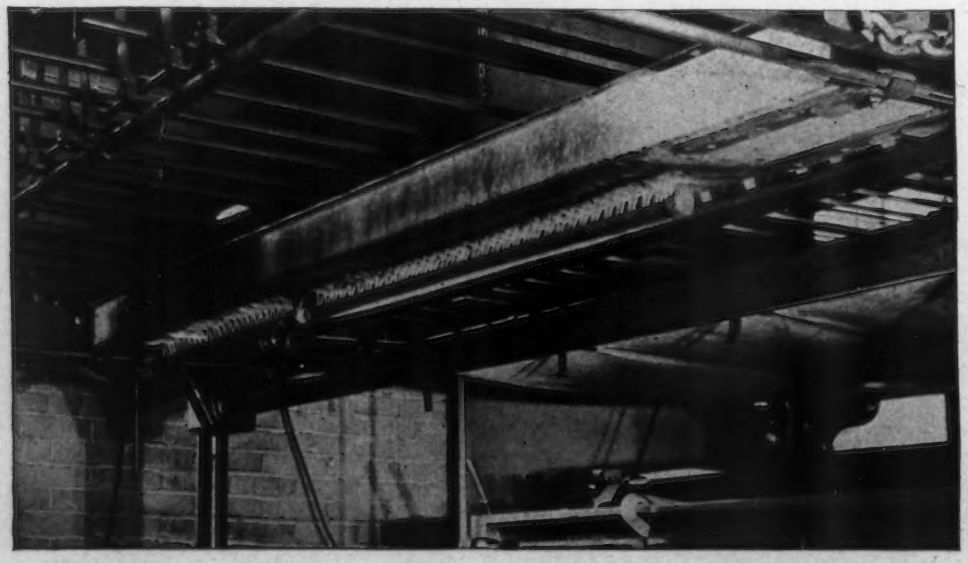
Problem Should Be Studied

A little study of the various angles of this humidity question and its relation to good performance of paper on presses and folders will amply repay any printer or binder and will help reduce production costs. It is a much simpler matter to forestall trouble from too much or too little humidity in the pressroom or bindery than to wait until the difficulty is encountered.

* * *

Inflated promises are like deflated tires—they don't get one anywhere. We should be careful to make only pledges that we can keep.—PAPER BOOK.

Unless the selling price covers every single item of cost there can be no profit on any one order or on the year's output.



Good results have been obtained in restoring humidity to paper by the installation of this vapor pan, beneath the delivery end of a cylinder press. Tests show both coated and uncoated paper folds better after passing through the vapor arising from the water heated in this pan. A burner and valve at each end of the gas tube insure a uniform size flame from end to end.

"No... that's *not* *real* Gold Leaf—

Diamond Decorative Leaf

"is what we used on that job. It stamps so beautifully—producing such sharp, brilliant impressions—that it is easy to mistake it for the genuine Gold Leaf itself.

"And fifteen years from now this job will still be doing credit to our work, because DIAMOND DECORATIVE LEAF has proven by *actual use* that it retains its original lustre and beauty of color for more than just a few months. Stampings made with it ten and fifteen years ago are still good today." (Leather is an exception.)

DIAMOND DECORATIVE LEAF is a self-sustaining *tissue* leaf (no paper backing). It is *sized* and ready to stamp. The die hits leaf *directly*, producing an impression, impossible with paper-backed imitations. If you are interested in the service your stampings are to give, write for further details and free sample sheets to try.

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Some Rudimentary Principles of BOOKKEEPING for the Bookbinder

By MILTON YOUNGWOOD

Certified Public Accountant; Cost Accountant, Bookbinders Trade Association, Inc., New York City

THE story of bookkeeping is so simple that the outline can be clearly presented in the space of a page or so.

Of course, you hire a bookkeeper to take care of your records and probably an accountant to supervise and interpret them. But a well-rounded executive knows his office as well as his factory.

This outline is meant for the binder who wants to understand his books of account. In order to make the illustrations as simple as possible, we will keep in mind the books and records of the small and medium-sized binder. The records of the larger concerns are merely a development of these.

Necessity of Records

A few of the evident reasons why, as a binder and business man, you must keep complete records are the following:

1. To know what you owe and what you own—in other words, your assets and your liabilities.
2. To know how much you are making or losing, and to analyze your expense and income.
3. To satisfy stockholders or partners, sources of credit, and, incidentally, the Income Tax Bureau.

These reasons need no extended comment, unless to stress their importance.

What appears to some to be more of a mystery is the idea of double entry bookkeeping.

Double Entry Explained

Double entry controls our books, helping us to find mistakes and giving greater accuracy and fuller information.

In technical bookkeeping terminology, "In every entry the debits equal the credits."

In plain English, the following happens:

You buy some cloth for covers. The purchase must be entered on your books, and the bookkeeper accordingly gives credit to A. B. C. & Co., from whom you bought the cloth, for $100. As a balancing entry, we debit, or charge, our supply of cloth, which may be called the "Materials and Supplies" account, for the sum of $100 also.

At the end of the week you have to pay $40 to the workman who runs your machine. The cash is decreased by that $40. Since the money was spent for labor, the labor account is increased by exactly that amount.

When the job, or part of the job, is finished, the bill is entered and the customer is charged, for example, $1,000. When that customer is charged or billed our income grows greater. To balance, we credit sales for that $1,000.

So everything that occurs in the business has at least two results, each affecting, balancing and perhaps causing the other. Consequently, at the end of the month, when we group together and list the totals of all the items that have to do with our business, we find that there is, or should be, a perfect balance. On one side are the debits (assets, expenses, losses, etc.), while on the other side are the credits (liabilities, income, profit and capital accounts, etc.).

The Trial Balance

If our work is done correctly, both sides of the ledger reach the same total. This is what is called the Trial Balance.

If the two sides of the ledger don't agree, then we know that we made a mistake during the month. It may be in addition or, perhaps, we forgot to post a sale to a customer's account. When the error is found the Trial Balance is correct. The double entry has preserved the balance and made our information thorough.

A complete bookkeeping system can be contained in one book, which would be a combination journal and ledger.

The journal is the book where business transactions are originally recorded. They are written there in double entry form.

These happenings are posted to the ledger, where every expense, income, asset, liability, customer, creditor and the like has a separate page. By "posting" we mean that the figures are written again in the ledger, each in the correct account—line under line throughout the year, making the balance of the account less or more as the case may be.

Development of Journal

This journal and ledger in the simplest form will suffice only for the simplest of businesses, with few transactions.

As a business grows or becomes more complex, the books of account also develop.

In a bindery the journal cannot handle all the original entries. It would be too bulky and cumbersome. So we must subdivide it.

A convenient division of the journal is in the purchase, sales, cash and general journals. With these different journals in use, we can group entries of the same kind and save time by making one posting at the end of the month to cover the total of several individual entries.

We still keep the general journal, but that is used only for adjustments, opening and closing, or sometimes summary entries.

The purchase journal, or purchase book, contains the purchases, the cash journal or cash book contains cash receipts and disbursements, while the sales journal or sales book records the daily sales.

As the business grows the ledger too comes in for its share of expansion. If not at the end of the month, the bookkeeper finds that there are so many accounts in the ledger that the trial balance is too long and complex. If the balance is out she doesn't know where to begin to look for the mistake.

Subdivision of Ledger

This trouble is eliminated by taking all the customers' accounts out of the general ledger and putting them in a customers ledger. In like manner all the creditors' accounts are placed in a creditors' ledger. The total of all the customers' balances is represented in the general ledger by one account. The same applies to the creditors' accounts. We call these accounts "Controlling Accounts," because they control the accuracy of the other ledgers.

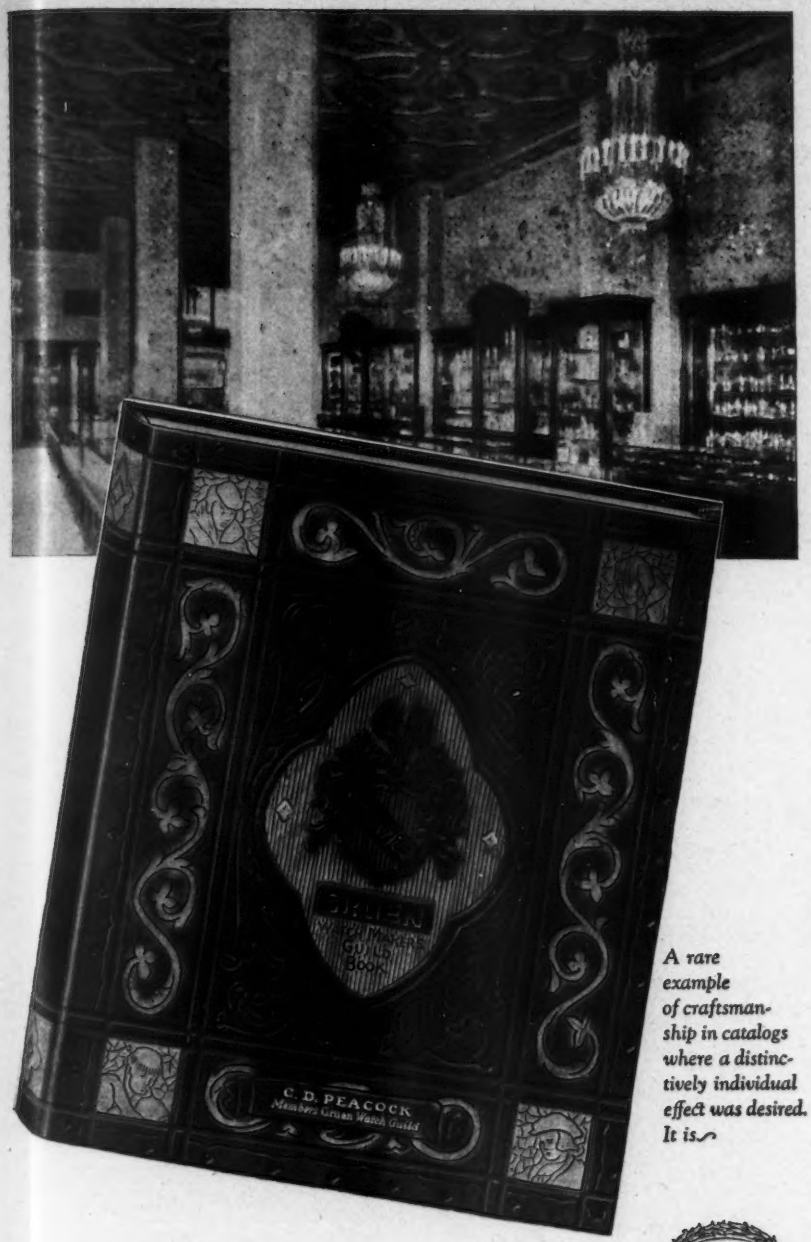
Now, at the end of the month, we can trace our errors to the general ledger, or the customers' or creditors' ledger, wherever the errors may be.

These three ledgers are easier to handle physically and permit more than one person to work at them at one time.

Description of individual books and individual problems is another story for another time.

Close attention to the books of account is of great importance in bookbinding as it is in any industry. The more the executive understands about his records the more carefully will they be kept.

The more carefully they are kept the more accurate is his knowledge of his business, his profit and his progress.



A rare example of craftsmanship in catalogs where a distinctively individual effect was desired. It is

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THIS example of a Molloy Made cover is one of an ever increasing series of exceptional designs created to carry out the theme of quality in a distinguished way.

Naturally such excellent results must rely on a durable cover stock, adaptable to artistic handling. For years the David J. Molloy Co. of Chicago and New York have consistently relied for these qualities on

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The Catalog as a Consul

Catalogs can very appropriately be compared to Consuls—they both serve you away from home; promote respect for the ones they represent; and upon them depends the cultivation of mutual interest and eventual business. Both consuls and catalogs are sent out to further Goodwill for their Home Office. They are received on a level established by their own distinction,—as against their competitive associates; for no one industry or government is alone in seeking to establish trade connections thru the influence of their emissaries.

As the success or failure of consuls is traceable to those qualities or lack of them, so, also, are catalogs either impotent because they are inadequate in their make-up, or effective because they have been prepared in advance to create a lastingly favorable impression.

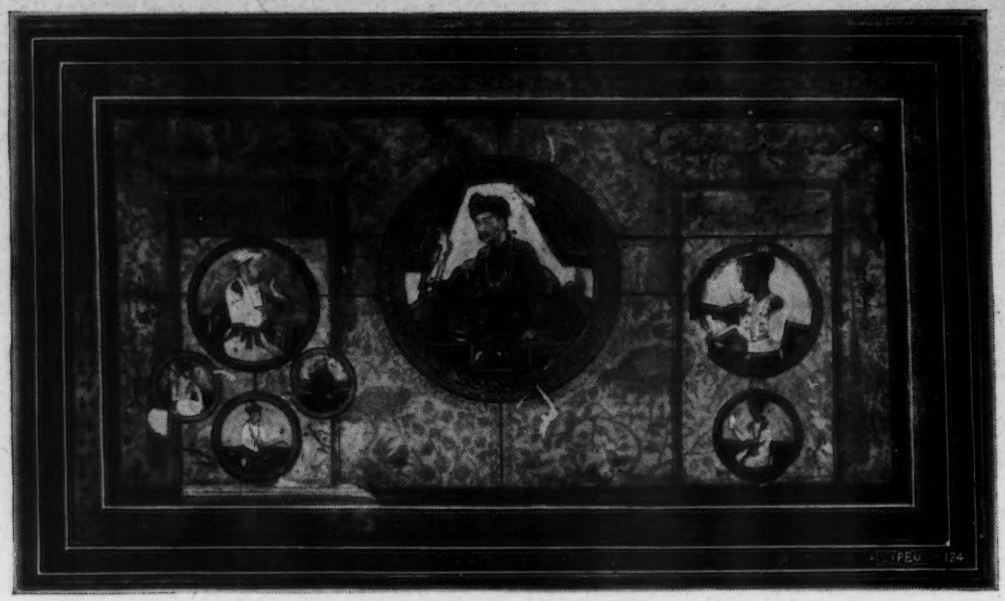
Make your Sales Portfolio unfold a story in picture that will build up a logical reaction in the mind of your prospect. Make it reflect credit upon the merchandise it is designed to promote.

Catalogs, properly made, should be as complete and specific as possible. It isn't, of course, always desirable to give detail right down to price. It may even be advisable to withhold prices so as to coax an inquiry, and develop it by direct mail or personal contact.

Get the most out of your Consul, be it Catalog or Portfolio, by carefully selecting the clothes it is destined to wear. No one has much respect for a dog-eared, threadbare, stained or worn book, and if yours becomes so, there is slim chance of it escaping the wastebasket. On the other hand, a Catalog sturdily bound, and embossed with a trade-mark, or in a color combination which makes it stand out from the herd by reason of its very distinction, is far too attractive to be lightly discarded. There is an instinctive reluctance to part with anything really appealing, and you can safely rely upon human nature to cherish a thing which is an adornment, especially if it serves a worthwhile purpose at the same time.

Manufacturers or institutions who want to feel secure in the matter of craftsmanship and coverstocks, are certain to get the most desirable results from among the highly respected and capable manufacturers and binders who select a guaranteed cover stock for their product,—genuine Keratol,—a product with a reputation for durability and beauty since 1898.

Keratol,—the credentials of a Catalog.



An Indian miniature of 1750, showing the wealth of rich detail, which offered an ideal background for brilliant decoration

Illuminated Pages Were Rare Gems of Art

India and Europe Have Bequeathed Specimens, Which Show Exquisite Workmanship and Beauty

By RALPH CLIFTON SMITH

Of the American Association of Museums, Washington, D. C.

THE collection of miniatures and illuminated pages, formed by the well-known firm of Maggs Bros., of London, differs from the usual showing of books and manuscripts in that the specimens have been selected as being miniatures worthy of preservation as separate paintings.

Many of these miniatures are title pages or more correctly the opening pages which were in vogue before the true title page came into use. They were the result of weeks of work on the part of artists of exceptional skill and were hardly inferior to contemporary oil painting on a large scale.

Of special interest in the collection, which was displayed at the Cincinnati Museum of Art, are two pieces of work from India, shown in this article. Because little work from the Far East finds its way to this country, compared with the quantity of European work found in all collections, we know little about the art of bookbinding as practiced in the native Indian States before the coming of the English, in 1750. The two examples, both made in the neighborhood of 1750, show a remarkable facility on the part of the illuminator in delineating figures and portraits.

There is an entire lack of the asceticism, found in European work of similar date, in these particular figures

(*Continued on Page* 56)

A German work of about 1300 when the art of illuminating flourished in Europe and the artist sought his inspiration almost entirely from religious influences and the history of the Bible. This fine miniature is from a choir book.

Courtesy, Felix Belair, "The International Bookbinder," and Ralph Clifton Smith.

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"The Perfect Roll Leaf"

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Lemon Gold Shade - - 200	Pale Gold Shade - - 201
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Aluminum - - 210

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Pale Gold Shade - - 501

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Pale Gold Shade - - 601

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The Color Chart on the reverse side of this insert shows the colors in which our famous OESER BRONZE, "The Perfect Roll Leaf", Antioxide "Oeser-Foil" and the new "Oeser" Tissue Leaf are available. This Color Chart can be cut out and filed for reference. If you wish additional copies, or Color Charts showing our range of Color "Oeser-Foil" and Color Bronze Shades, we would be very glad to send same.

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"THE PERFECT ROLL LEAF"

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GREEN GOLD SHADE No. 202 — XX DEEP GOLD SHADE No. 203
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ANTIOXIDE "OESER-FOIL"

This is our old established High Class Substitute for Real Gold and is very extensively used for the better grade of bronze stamping. It is carried in stock at all times in size 7 x 8 inches, 4¾ x 23 inches and 7 x 24 inches, in No. 501 Pale Gold Shade and No. 503 XX Deep Gold Shade.

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This is the newest addition to our line of stamping materials and we believe it is "As Good As Gold Itself" for use on Book Cloth, Imitation Leather and other surfaces. Carried in stock in size 7 x 8 inches, 4¾ x 23 inches and 7 x 24 inches, in No. 601 Pale Gold Shade and Nr. 603 XX Deep Gold Shade.

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Our stock of Colored "Oeser-Foils" consists of Black, White and 44 colors, ranging from delicate Pink to dark Blue and are carried in stock in size 4 x 18 inches, most of them in both "B" and "C" quality. White is carried in stock also in 7 x 8 inches size.

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What's New in New York

N. Y. Bookbinders Guild Will Hold Outing Sept. 15

THE New York Bookbinders' Guild will hold its annual outing on September 15 at the Elks Club at Patchogue, L. I. The members will meet in Brooklyn early in the morning and motor to the scene of the festivities.

A luncheon, shore dinner, games, bathing and fishing, are on the program. A boat will be chartered in the afternoon for a fishing trip. Edward Kelly, of George McKibbin & Son, is in charge of arrangements.

A good crowd is expected, as those who attended last year's outing at the same place are still talking about the good time they had.

The New York Bookbinders' Guild is composed of superintendents and other executives of the large edition bookbinding plants of the city.

* * *

Goudy Will Give Again Graphic Arts Course at N. Y. University

The Graphic Arts and Processes course, given by Frederic W. Goudy, at New York University, will begin September 26. This course is given under the auspices of the American Institute of Graphic Arts. The topics covered in the course are: Beginnings of the alphabet (Assyrian cuneiform, Egyptian hieroglyphs, Phoenician Greek), to the Roman of the first century; the Roman alphabet and its development; books before printing, scribes, block books, "lower-case letters;" the first types and early printing (Germany, Italy, France, England); letter design and type cutting; beginnings of modern typography; mechanics and materials of printing; problems in printing; legibility of types; the private presses and their influence; fine printing, what it is, how to know it, aesthetics; current processes in engraving; decorative printing; and the book as a whole. Each subject will be entered into from both the historical and the practical side, and examples illustrating each point will be presented. The lessons will be given Wednesday evenings from 6:15 to 8 p. m.

* * *

Rubinzahl Now With Siegbert Book-Cloth Corp.

The Siegbert Book-Cloth Corporation, manufacturers of book-cloths, 349 Broadway, have announced that Sidney Rubinzahl is now associated with the company. Mr. Rubinzahl will devote his efforts, it is announced, in promoting the use of Siegbert book-cloth in the bookbinding field. Mr. Rubinzahl was formerly connected with a prominent publishing house and is known as a specialist in the designing of books.

* * *

Paramount Bindery Expands Its Plant; Adds New Equipment

The Paramount Bindery, of New York, has added to its equipment by the installation of a Model K continuous feeder type of Cleveland folding machine. This model is the latest of the Cleveland line, capable of handling a sheet of 38 inches by 50 inches at right angles, and 38 inches by 60 inches parallel, while its minimum is 10 inches by 12 inches.

In addition to this machine, the Paramount Bindery's equipment includes two Model O's, pile type feeders; two Model B's, continuous feeder type; two 40-inch Seybold cutters; four wire stitchers; one Wright perforator; a Stimpson perforator and eyeletter, and a Portland Multiple punching machine.

The company, located at 225 Varick street, does perforating, manifolding, punching, collating and numbering, pamphlet binding and mailing.

So far five of the new Model K Cleveland folding machines have been installed in this territory, these installations having been made at Goldsmith & Altman Bookbinding Co., Inc., 137 E. 25th street; Tauber's Bindery, Inc., 238 William street; Paramount Bindery, 225 Varick street, and Globe Press, Inc. (Montclair, N. J.).

The installations was supervised by Jack Cashman, veteran erector for the Cleveland Folding Machine Co., Inc., who also supervised the other installations.

* * *

Gutowski Sole Owner of Smith & Starr, Inc.

Smith & Starr Co., Inc., 446 Pearl street, New York, successors to Peter Smith & Co., is now under the exclusive managership of John Gutowski, it is announced. Herman Liebers, formerly associated with Mr. Gutowski, has withdrawn from the firm and from the industry to take up other work. Mr. Gutowski was associated for many years with the Star Blank Book Co.

* * *

M. B. Brown Now N. Y. E. P. A. Member

The M. B. Brown Printing & Binding Co., Inc., one of the large printing and binding establishments of New York, was elected to membership in the New York Employing Printers' Association at a meeting of the board of directors of the association.

The company, which was established in 1870, does a great amount of printing and binding for the city. J. Radford English is president of the company.

1250 Employees of N. Y. Binderies Attend Big Outing

ABOUT 1,250 employees of the several large bookbinding establishments in the city making up the Open Shop Group attended the annual outing of the organization on August 4 at Roton Point.

The party left on the steamer "City of Keanesburg." Music and dancing added to the gayety on the sail to their destination, and on arrival the day was devoted to general merrymaking. Some of the crowd took their own lunches, others dined at the restaurant at the park.

* * *

Rutter Employees Hold Their Outing

Employees of Robert Rutter & Son, Inc., edition bookbinders, 410 E. 32d street, New York, held their annual outing July 21 at Lake Ronkonkoma. About sixty attended the affair. Swimming, races, a baseball game between the ladies and the men, and a dinner featured the day's pleasure. The trip to and from the scene of the outing was made in buses.

* * *

Joins Binders Association

The Practical Bookbindery Co., Inc., has been elected to membership in the Bookbinders' Trade Association. The firm specializes in commercial bookbinding.

* * *

Need for Durable Cover Stressed by Bindery in Attractive Folder

"What Is Under the Cloth?" is the title of an effective folder distributed by the Eugene C. Lewis Co. (Baylis Bindery), of 461 Eighth avenue, New York City, in the interest of better bookmaking.

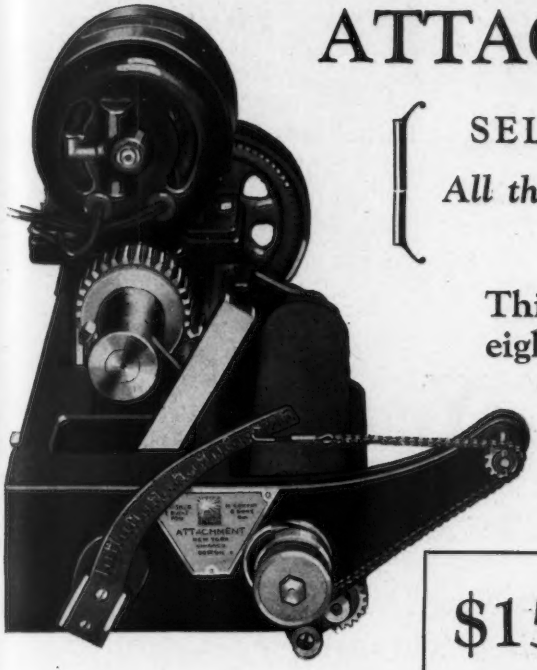
The folder emphasizes the need for a quality binder's board under the cloth, stating that "authors and publishers, advertisers and printers all recognize the growing interest in well made books and that more and more thought is being given to art work and typography . . . but all too frequently a beautifully developed book loses it distinction between mediocre covers."

The message of the folder is directed to pointing out the need of a substantial and lasting foundation in the covers.

"A weak cover cannot make a strong book . . . nor can an inferior board make a strong cover," the folder comments.

"First impressions and lasting qualities are the real standards by which a book's power of appeal and length of life should be measured. First and last, the binding counts."

ONE DRAW FEED JUNIOR BRIGHTEN LEAF ATTACHMENT



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All the attractive features of our regular model

This attachment has a maximum pull of eight inches and will feed strips of leaf up to ten inches wide

A wonderful cross feed for your power rod press

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¶ Ideal for feeding roll leaf on all types of presses both large and small whether operated by hand or power driven.

¶ A JUNIOR BRIGHTEN LEAF ATTACHMENT, being a self contained unit, can be easily installed by your own machinist in a very short time.

When ordering, state voltage of light line, A. C. or D. C., size of head, and name of press.

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LEFT, decorative page from "Bradley, His Book," drawn and printed by Will Bradley at the Wayside Press, Press, Springfield, Mass., 1896

RIGHT, first page of first book printed by C. R. Ashbee at the Essex House Press, London, 1901

Five Hundred Years Of BOOKMAKING HISTORY

¶ Bookbinding's Origins Featured in New Book by J. C. Oswald —Romantic Story of Book Printing Through the Centuries

By HERBERT J. STOECKEL

THE history of printing and bookbinding from the earliest beginnings in Germany and other parts of Europe to the trends and tendencies of the present day, is reviewed in "A History of Printing; Its Development Throughout Five Hundred Years," by John Clyde Oswald, managing director of the New York Employing Printers' Association. The 400-page volume is published by D. Appleton & Co. There are 140 illustrations.

First Use of Cloth

In the chapter on "The Binding of Books," Mr. Oswald traces the development of bookbinding from the time of Philliatius of Athens, who, by inventing glue for piecing together parts of papyrus manuscript books, is credited with being the father of bookbinding. How the folded leaf came into existence in the fourth century, the evolution of binders's board and the origin of gold tooling are described.

"The first use of cloth in commercial binding is usually held to have occurred in England in 1823," Mr. Oswald writes. "Brander Matthews, however, in 'Bookbindings, Old and New,' mentions an edition in his possession of Watkins' 'Life of Sheridan,' printed in 1818 and bound the same year in calico."

Moreover, Mr. Oswald says, book jackets are not as exclusively modern as is commonly supposed. A fragment of one of English Tudor origin with a printed design, he adds, is preserved in the Metropolitan Museum, New York City, and the Morgan Library has several Italian 16th century examples.

Years of Research

Mr. Oswald has put into "A History of Printing" the result of years of research, but has not submerged his facts in a mass of detail. In addition to the story of the printing art, the author traces the origin of type faces, printing presses, engraving processes and paper making, besides presenting a large amount of new material on education and organization in the printing and bookbinding trades.

The first chapter reviews the 15th century books, printed from movable types, better known to collectors as "incunabula," or "cradle books," or books produced in the infancy of the art. John Gutenberg, of Strasbourg and Mainz, and his important relation to the history of printing by movable types, is the subject of the second chapter.

The Story of Augsburg

Subsequent chapters describe the activities of such noted German printers as Fust and Schoeffer, the migrations of the printers who had learned the art under these printers and Gutenberg; Augsburg, as a medieval printing center, and Anthony Koberger, described as "the first captain of the printing industry."

Cologne's Early Printers

How Cologne, Germany, became a prolific printing center, following the dispersal of printers from Mainz in 1462 when Adolph of Nassau took and sacked the city, forms the basis of another chapter, which is followed by

Illustrations in this article are from Mr. Oswald's book, and are reproduced by courtesy of D. Appleton & Co., the publishers.

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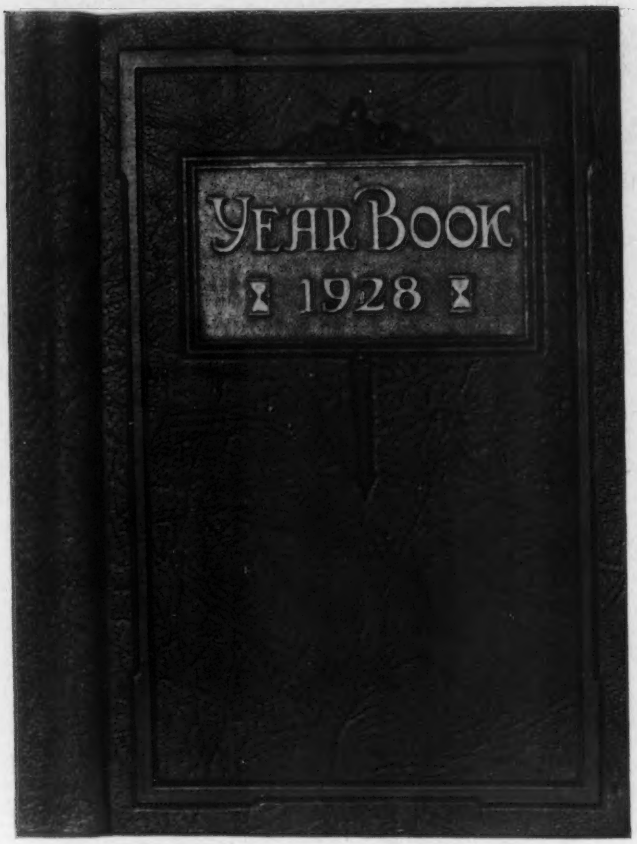

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A LA
REPUBLICA MEJICANA

QUE HACE EL GENERAL DE BRIGADA

JOSE FIGUEROA,

COMANDANTE GENERAL Y GEFE POLITICO
DE LA
ALTA CALIFORNIA,

Sobre su conducta y la de los Señores D. Jose Maria de Hijar y D. Jose Maria Padres, como Directores de Colonizacion en 1834 y 1835.

MONTERREY 1835.

IMPRENTA DEL C. AGUSTIN V. ZAMORANO.

An interesting Americana item, showing the title page of the first book printed in California, in Spanish, dated 1835

chapters on "The First Printers of Italy," "The Early Printers of Venice," "Aldus Manutius, Great Printer, Publisher and Editor," and "The Early Printers of France."

Printing in Spain

The chapter entitled "Early Printing in Spain," bears the same characteristics and tone of preceding and successive chapters, which means that Mr. Oswald has separated the chaff from the wheat, and without recourse to uninspired details has told the story of Spain's contribution to printing simply and colorfully, his account enlivened by particularly appropriate illustrations to parallel the text.

From Spain Mr. Oswald takes his readers on a magic carpet, so to speak, to the Low Countries, and thence on to the days of William Caxton and his contemporaries.

Influence of Morris

With Caxton the story of the medieval printers of the various European countries ends.

"Printing was at a low ebb throughout the whole of the hundred years that followed the termination of the Elizabethan era and the accession of James VI to the throne of England," Mr. Oswald writes. "The 18th century brought a beneficial influence with the advent of William Caslon, who was first an engraver upon metals and later and for nearly half a century the leading and almost the only designer and founder of types used by English printers."

Mr. Oswald pays tribute to William Morris as having "influenced the art of printing as no man in modern times influenced it. So far as books were concerned, it was their production rather than their distribution that engaged his interest."

Early American Printing

The reader will find no less engrossing the chapters on "Early Printing in America," and how the printing press crossed the Mississippi River in the days of American exploration and conquest of the great territory towards the West. A title page of the first book printed in California, in Spanish, at Monterey, in 1835, as well as the proclamation in three languages, issued from the press of the *Moniteur de la Louisiane* in 1804, immediately after the United States took over the Territory of Louisiana, shows how thoroughly Mr. Oswald has searched for, studied and summarized this comparatively little known data.

MEDEVS : DVX Sabaudie: Chablaysii & auguste princeps Marchio in italia : Comes pedemontium: Gebenensis: Valentinensis & diensis dominusq; ciuitatis nice ac terrarum eidem adiacentium: Illustribus & fidelibus cõsiliariis iustitiariis officiariis ac universis & subditis nostris quibuscunq; presentibus & futuris salutem et omnem felicitatem: IVSTICIA de celo pdiens celestium terrestrium atq; infernorum dominatrix sicut sua gratuita bonitate mites humanas imagine et similitudine suae maiestatis decorare dignata est sic iusticiam originalem eisdem naturaliter impressit: sub cuius norma uiuerent humanum genus ad bonum eternum promerendum: et licet ab huiusmodi iustitie tramite prothoparentum filiorum boni incommutabilis contemptrix & mutabilis cupidis seipsam auerterit. nihilominus populi peculiaris suam miseratus agnoscens: et misericordiam implorans: ius ipsum naturale specifice per legalia et euangelica precepta ab ipso summo rege ordinatissime collatus est: Vnde tanq; a fonte riuuli cuncta iura humana rationabiliter edita fluxisse dignoscuntur ¶ Ad cuius quidem diuini iuris executionem & mundi huius gubernacula qui non fato uel fortuna sed iusto dei iudicio regnum congruis temporibus successibus sacrosancte pontificalis & imperialis dignitatis ex eodem summo principio predicant iusticiam tanq; omnium uirtutum perfectissimam arbitrantes ¶ Cum iustitia humane societatis conseruatrix unicuiq; quod suum est a

A medieval title page, with a modernistic flair. From "Decreta Sabaudier Ducalia," printed by John Fabri, Turin, 1477

Some 150 pages in the rear of this veritable encyclopedia of printing are devoted to chapters on fine printing, private presses, type-making, type faces, engraving, paper making, the printing press, bookbinding, education in the graphic arts trades and organization.

A bibliography and index further adds to the book's value as both a handy volume of reference and a book which can be read by printer, binder or layman without a flagging moment.

Mr. Oswald is also author of "Benjamin Franklin, Printer," and "Benjamin Franklin in Oil and Bronze." He is president of the International Benjamin Franklin Society, and was formerly president of the American Institute of Graphic Ats.

To Report at E. B. A. on Survey

THE special committee of the Pamphlet Binders Group, Employing Bookbinders of America, of which Irving E. Partridge, Jr., of Hartford, Conn., secretary of the national organization, is chairman, and which is now engaged in a comprehensive survey of pamphlet binding production records, is planning to present a rough draft of its studies to date at the E. B. A. convention next month at the Parker House, Boston.

Plans to undertake the survey were first discussed when Mr. Partridge requested a number of representative pamphlet binders throughout the country to confer together and at a meeting, held last January at the Advertising Club, New York City, a program was formulated to this end.

"We plan to study the production records of the various operations in a pamphlet bindery with a view to compiling a complete production records book eventually," Mr. Partridge told BOOKBINDING MAGAZINE while discussing the survey. "This task, as one can appreciate, is an enormous one and will take a year or two to complete.

"At the present time we are studying particularly the folding operation with its many intricacies, such as length of sheet, length of run, stock, number of folds, kind of margin, etc.

"Our method of approach is simply to have as many binders as possible send us actual production records on jobs produced in their plants. These are being correlated and we hope that by the time of the next E. B. A. convention to present a rough draft of our findings, so far as we have been able to arrange the data."

"The distance between those cooperating in the survey offers obvious difficulties," Mr. Partridge said, "but we are plugging away at it and in time we hope to make a real contribution to the binding industry."

* * *

Rare Books Come to Plant for Rebinding

Two rare old books of considerable value have just recently come to the East Cleveland branch of the National Library Binders Company for rebinding and repair. One is a medical volume belonging to a leading Cleveland physician, which was printed in 1516 by Octavianus Scottus, noted Venetian printer. The other book is entitled "Eccentric Excursions." It was edited by G. M. Woodward and contains many Cruikshank illustrations. It was printed in London in 1796.

The West Springfield, Mass., branch recently received several books from the Philippine Islands, which the sender requested be rebound.

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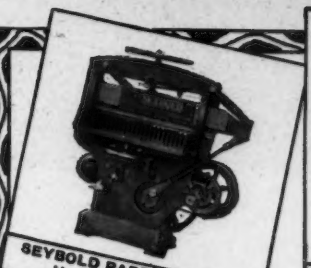
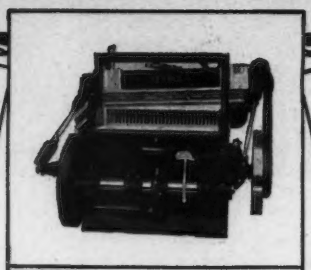

SEYBOLD PAPER CUTTERS
Hand Clamp Power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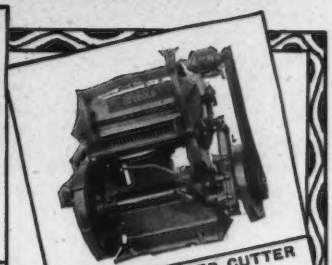
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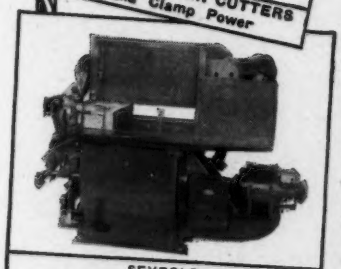
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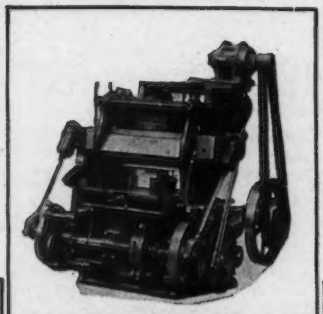
SINGLE KNIFE TRIMMER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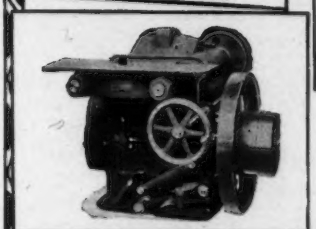
BOOK TRIMMERS

SEYBOLD
CONTINUOUS TRIMMERS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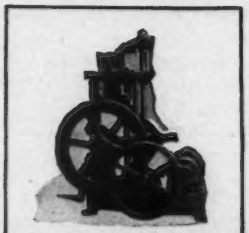
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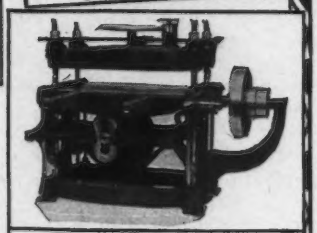
ROUND CORNER CUTTERS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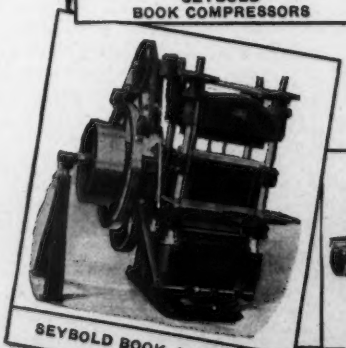
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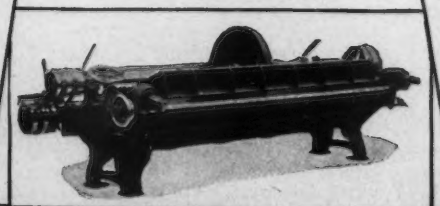
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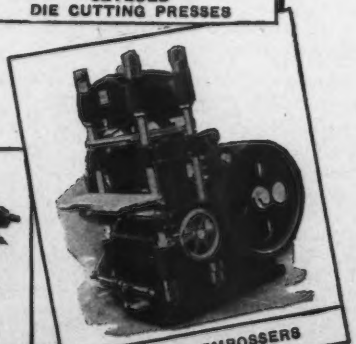
SEYBOLD EMBOSSERS

PAPER CUTTERS
BOOKBINDERS MACHINERY

What Is Really The FOREMAN'S JOB?

¶ A Brief Review of Some Important Ways in Which He Can Be An Aid to Management

JUST what are a foreman's duties?

Is he supposed to see that his particular department in a bindery, or a plant (if he is in complete charge) functions smoothly, with a minimum of waste in materials?

Or, ever cognizant of the important ratio of wages to production, that there is no deliberate marking time on the part of the employees in changing over to jobs when important work is scheduled?

The answer to these questions is certainly "Yes." But do his duties stop there? The answer can be safely put down as "No."

What Foreman Can Do

Perhaps more than anyone else, a foreman can control preventable turnover. He can help the new employee become adjusted to the work quickly; he can help to develop loyalty, and he should be the first to learn of the problems and difficulties which confront every wage-earner from time to time. If employment is centralized, it becomes his duty to solve these problems through cooperation with the man who does the hiring. When it is not, the whole burden of recognizing and giving attention to each personnel situation that arises is his. When it is beyond his control, the matter should be reported to his superior.

THE importance of the foreman's job has come to be recognized in recent years. The foreman is the daily point of contact between management and employees, and his success depends upon his ability to handle those under him.

The purpose of this article, based as it is on the actual experience of some of the leading manufacturing firms in the country, is to show how foremen can aid in the control of labor turnover and how their interest in such a program can be maintained. The fundamentals of labor turnover control are essentially the same for large and small bindery plants.

Acknowledgment is made to the Metropolitan Insurance Co. Service Bureau for the data on which this article is based.

Good Rules to Follow

The most generally recognized ways by which turnover control can be exercised by foremen are as follows:

1. *Take a personal interest in employees.* Demonstrate this interest by seeing that each person receives all the benefits to which he is entitled. Study men, their qualifications and peculiarities, to avoid misfits.
2. *Develop good workers.* Be particular about training new employees and getting them started right. New employees are those most likely to become dissatisfied and leave. Train the older employees for better and more difficult jobs, so they can be advanced when conditions warrant.
3. *Provide good working conditions.* A foreman has considerable control over safety and sanitation in his department. See that the ventilation and lighting help to increase production and satisfaction with the job. Discourage cliques and promote a "friendly atmosphere." Call attention to conditions outside of departmental control.
4. *Give a square deal.* Do not show favoritism.
5. *Have a departmental promotion policy.* Such a policy, when generally understood, will help to build morale. Let employees know

(*Continued on Page* 50)

FANDANGO BOARDS

Manufactured for
Over a Century By

FANDANGO MILLS

Manufacturers of
HIGH GRADE BINDERS' BOARD

MILLBURN NEW JERSEY

"Palace of the Book," where exhibition of binding and printing, also machinery will be shown at the Barcelona Exposition next year.

Where Bookmaking Exhibit Will Be Shown at Barcelona Exposition

By M. VENTURA

A FEATURE of the Exposition of Barcelona, to be held from April to December, next year, at Barcelona, Spain, will be a palace devoted to the graphic arts and showing bookmaking in all its phases from medieval times to the present. Prominent Spanish and other European publishing houses will exhibit their latest products.

The exhibition will also have its practical side. Invitations have been extended to manufacturers of printing and bookbindery machinery to exhibit their machines, thereby giving the visitors to the exposition an idea of the modern methods being used to manufacture books, also in folding and binding pamphlets.

To those American concerns who do not have sales representatives in Spain, the management is mailing a special concession, offering exhibition space at no charge.

The exposition is also negotiating with steamship lines to apply special freight rates on all shipments for the exposition. Articles for exhibition will come in at the Port of Barcelona free of duty. Moreover, the American Chamber of Commerce in Spain, located in Barcelona, has made known its willingness to assist, so far as possible, American participation in the exhibition.

The exposition has established a United States office at Steinway Hall, 113 West 57th street, New York City.

To Print Large Edition for First Time by Aquatone Process

For what is believed to be the first time in the history of American bookmaking, an edition, other than a limited or de luxe edition, will be printed throughout, in type and illustrations, by the aquatone process.

The book, "This Book-Collecting Game," by A. Edward Newton, is being brought out this month by Little, Brown & Co., of Boston, and both editions, a large paper edition as well as a trade edition, will be done in aquatone by Edward Stern & Co., of Philadelphia.

The aquatone process is owned by the Aquatone Corp., of New York, of 354 W. 31st St., New York City. Edward Stern & Co. is a licensee, as is the Rudge Press, of Mount Vernon, N. Y., and New York City. There are also licensees in Detroit, two in Chicago and one in Cincinnati. After experimenting for ten years, according to W. C. Bentley, president of the Aquatone Corp., the process became practical commercially two years ago.

H. Griffin & Sons Co., Announce New White Leaf to Trade

The H. Griffin & Sons Co., manufacturers of Brighten Roll Leaf, have just perfected a white leaf for the bookbinding trade which they claim to be an excellent product.

The special features claimed for this new leaf is the clear whiteness and better covering qualities, together with a clean release and fine definition on all lettering—both small and large.

The Brighten Leaf Division of the H. Griffin & Sons Co. announces it will send samples upon request.

* * *

Publish Book on Paper Made from Cornstalk Pulp

The Rae D. Henkle Co., Inc., The Bible House, Astor Place, New York City, has brought out "Farm Products in Industry," by George M. Rommel, the book being printed on cornstalk paper.

Both the antique paper for the text and the coated paper for the illustrations are made of cornstalk pulp.

Holliston Mills Issues Folder on Surface Finish Cloth

A folder on Holliston Waverly Colors and Extra Colors Book Cloths, describing the special surface finish, which, the folder states, is a feature of the materials, has been distributed by The Holliston Mills, Inc., of Norwood, Mass.

According to the folder, the finish is "an invisible protection that guards book covers through the bindery, in the book store and in the hands of the reader."

The folder discusses the angle of books and their selling possibilities in the book store, stating that such bindings preclude the necessity of markdowns due to handling by customers and other factors that tend to make them shop-worn.

* * *

Bind Unique Book for A. S. Ochs' Fiftieth Anniversary

A unique book—the only one of its kind in existence—and which was bound by the Eugene C. Lewis Co., Inc. (Baylis Bindery), of 461 Eighth avenue, New York City, was among the gifts presented to Adolph S. Ochs, Publisher of the New York "Times," on the recent occasion of his 50th anniversary as a newspaper publisher.

The volume contains 400 pages, 200 of which are devoted to original letters from members and former members of the staff and from foreign correspondents.

Bound in blue, maroon, gold and yellow crushed morocco, the volume was designed by Joseph Sinel of New York City, after a design adapted from a 16th century binding.

The cover is elaborately hand-tooled in gold, and the monogram A.S.O. appears on it and on the back. No title is used. The title and decorative pages are printed in gold and

Courtesy, "The Little Times"

Binding of Anniversary Book Presented to A. S. Ochs

each page has a decorative border printed in gold from a design by Mr. Sinel. The entire book, printed on an imported Chatham English handmade paper, was produced under the supervision of Elmer Adler, president-treasurer of the Pynson Printers, 239 West 43rd street, New York City.

IF

You are looking for ENGLISH PASTE GRAIN SKIVERS

We have them!

A shipment just arrived from London, England.

Samples of Colonial Binder's Board
Sent on request!

WHITE, SON COMPANY
601 Atlantic Ave. Boston, Mass.

Established 1832 **Incorporated 1916**

HOOLE PAGING AND NUMBERING MACHINE

FOOT POWER ELECTRIC

A machine that is accurate and reliable. Consecutive, Alternate, Repeating and Serial Letter devices.

Best Numbering Machine Made

Interchangeable Parts.

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NORWOOD, MASS.

BOSTON - NEW YORK - CHICAGO - ST. LOUIS

Cleveland Folding Mch. Co. to Present Direct Mail Trophy

A PLAQUE containing a likeness of Gutenberg and the early tools of his trade, fashioned from heavy bronze and mounted on a heavy wood frame for hanging, will again be presented this year by the Cleveland Folding Machine Co., of Cleveland, for the best piece of direct-mail produced between October, 1927, and October, 1928.

The trophy will be awarded at the annual Direct Mail Association Convention to be held next month in Philadelphia. The plaque is to be cast with the name of the winner in high relief and is to be retained in his permanent possession.

Conditions of Entry

Any advertiser or printer is eligible to submit any number of pieces but the same advertising piece is not to be submitted by more than one concern. Any piece of printed matter containing two or more folds (not patented) may be entered. This may include booklets of eight pages or more.

Replica of bronze plaque, which the Cleveland Folding Machine Co. will present at D. M. A. A. Convention

The consideration of the judging will be:

Order in which the various appeals of selling points are presented on the unfolding of piece.

Distinctiveness and attention value of entire presentation, which may or may not involve uniqueness of fold.

Ease with which the reader can follow the development of the idea, both as regards physical layout and logical development of idea. No entries will be considered which are received later than 5 p. m., October 1. All entries should be sent to the Cleveland Folding Machine Co., 1929-41 East 61st street, Cleveland, Ohio.

* * *

G. B. Van Deene on Trip to Germany and Holland

Gerard B. Van Deene, treasurer and general manager of the National Library Bindery Company, West Springfield, Mass., left last month on a trip to Europe. Most of his time will be spent in Germany and Holland, where he intends to study the latest developments in the bookbinding industry.

* * *

H. Griffin & Sons Co., Feature Feed Attachment for Roll Leaf

The Brighten Leaf Division of the H. Griffin & Sons Co. are featuring a Junior One Draw Feed Brighten Roll Leaf Attachment, which is listed at $150.00.

In making the announcement of this new device, Manager Thomas P. Milligan stated that it was designed to fill the need for a small attachment that could be used for bookbinders on their upright presses for a cross feed for stamping frames on book covers, and for any type of hand or power driven machine.

One of the features of the attachment, which is a self-contained unit driven by a 1/20 horse power motor, Mr. Milligan states, is that it can be installed easily by any bindery machinist in a short while.

* * *

Facts About Accidents

"Getting Facts About Accidents" is the second of a series of publications issued by the Policyholders' Service Bureau of the Metropolitan Insurance Company, presenting the basic principles of successful industrial safety work.

This booklet, addressed primarily to the chief operating official, outlines current industrial practice in obtaining and using accident facts as a means of promoting plant safety. It presents convincing evidence of the value of accurate knowledge, concerning how and where accidents occur, on the part of those executives charged with responsibility for keeping informed of the weak spots in the organization and of this cause of excessive production costs. Accident forms are provided, which have been found helpful in recording the necessary facts and making them available for study. There is also given a description of methods by which this information may be put to maximum preventive use.

Copies of "Getting Facts About Accidents" may be obtained by those interested in the subject of accident statistics by addressing the Policyholders' Service Bureau of the Metropolitan Life Insurance Company.

* * *

Adds New Smyth Sewer; Bought First Years Ago

John M. Gettler, job and edition bookbinder, 24 New Chambers St., New York, has just added to its equipment by the installation of another No. 3 Smyth sewer.

It was many years ago when the company installed its first Smyth sewing machine. In fact, Mr. Gettler says that the concern, which was established in 1847, was one of the first bookbinderies in the city to put this type of machine in.

Sample Book Features Nu-Book Cloth Cover Materials

A sample book of Nu-Book Cloths, featuring Nu-Arx Buckram, Nu-Buckram, Nu-Book Linen, Nu-Vellum, Texto Vellum and Nu-Braintree Linen, has been distributed by the East Braintree Bleachery & Dye Works, Inc., of East Braintree, Mass., to the trade in this country and Canada. The company states that 7,000 of these booklets have been distributed.

The book cloth department of the East Braintree Bleachery & Dye Works, Inc., was established by Edward F. Percy, who was formerly with the Holliston Mills, Norwood, Mass., where he was vice-president and general manager.

Mr. Percy affiliated himself with the East Braintree Bleachery & Dye Works, Inc., this spring and controls a half interest in the book cloth department, formed under his supervision.

The New York office of the East Braintree Bleachery & Dye Works, Inc., is located at 358 Fifth Avenue. J. F. Kane will be the special representative. Mr. Kane was formerly with the New York office of the Holliston Mills. The telephone number of the New York office is Wisconsin 2827.

* * *

Commercial Bookbinding of Cleveland Holds Outing—Expands Plant

The annual picnic of The Commercial Bookbinding Company, Cleveland, Ohio, was held at Geauga Lake with about 300 employees and families or friends attending. According to custom, the plant was closed down for the day. Geauga Lake Park furnished an ideal resort with every facility at hand to please the desires of the enthusiastic throng which gathered. Sports and entertainment featured the day.

An increase of building space, to the extent of about 28,000 square feet, has been made at the big modern plant of The Commercial Bookbinding Co., Cleveland, Ohio. Equipment and facilities have been increased with the building expansion.

* * *

H. J. Buckley Appointed to Important Post for Chicago World's Fair in 1933

Homer J. Buckley, president of Buckley, Dement & Company, Inc., of Chicago, has been appointed chairman of the committee on public information for the Chicago World's Fair Centennial. The committee has charge of the advertising and publicity campaign to promote the second World's Fair in Chicago in 1933. Mr. Buckley is president of the International Advertising Association and is active in many other organizations and in civic affairs.

A Monitor Equipped Plant

PLANT OF BANKERS LITHO. CO., BOSTON, MASS.

The Bankers Lithograph Company, Boston, have in operation the following Monitor Machines:

5 *Monitor Numbering Machines*
2 *Monitor Wire Stitchers*
3 *Monitor Power Perforators*
1 *Monitor Round Corner Cutter*
1 *Monitor Hand Stabber*
1 *Monitor Bench Embosser*

LATHAM MACHINERY COMPANY

1153 FULTON STREET, CHICAGO

NEW YORK, 461 Eighth Avenue PHILADELPHIA, Bourse Building BOSTON, 531 Atlantic Avenue

METAL LEAF

Schlagmetal **Imitation Gold**
Composition Leaf **Aluminum Leaf**
Genuine Gold Leaf **Silver Leaf**

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Ask for samples and prices

BLATTMETALLWERKE GOTTLIEB KAMM
Fürth (Bavaria), Germany

PRESS BOARDS

Built with watch-like precision.
Interlocking corner distributes pressure.
Longer and Stronger Screws.
Lumber woven together.

BRASS BOUND—UNBOUND
CHROMIUM PLATED

HARTLEY—AKIN
CINCINNATI, OHIO

Stamping Press for $190

Built for Stamping with PEERLESS Roll Leaf

THIS Model "P" Stamping Press turns out a first class job of gold or color stamping *in one operation,* using PEERLESS Roll Leaf.

Only volume production makes it possible for us to sell this press at this price. You can order it direct or through our nearest office.

Write or telephone today

SPECIFICATIONS OF MODEL "P" PRESS

(1) Variable electric heat.
(2) A perfect roll feed. Variable from 0 in. to 4 in. in infinite small steps.
(3) Heavy pressure with little effort.
(4) Interchangeable die plate and type pallette.
(5) 8 in. x 12 in. sliding bed.
(6) Vertical table adjustment of 4 in.
(7) Deep throat.
(8) Easy operation.

PEERLESS ROLL LEAF CO., INC.

Foils for Hot Stamping and Embossing

345-349 West 40th Street, New York

BOSTON *Telephone Longacre 3915* **CHICAGO**
120 High Street **440 So. Dearborn Street**
Tel.: Liberty 8175 *Telephone: Wabash 6709*

American Blank Book Manufacturing Co. to Move Soon

THE American Blank Book Manufacturing Co., Inc., of New York, has just signed a 25-year lease on quarters in the Green Industrial Building, now under construction at the entrance to the Holland Vehicular Tunnel. The company expects to move about November 1, terminating a stay of fifteen years at 150 Lafayette street.

The company was established in 1882, primarily to manufacture blank books. As business developed other lines were taken on, including general commercial printing and manifold work.

Started with 3 Employees

The growth of the firm has been steady since its establishment. When it was founded the company occupied quarters in a store on the East Side and had but three employees. In 1895 expansion of business necessitated a move to a loft on Williams street. In 1914 the business had outgrown this place and moved to the Lafayette street address. The contemplated move will provide 10,000 additional square feet of floor space. Lease was arranged through the agency of Brown, Wheelock: Harris Vought & Co.

The present equipment of the company is extensive, including automatic presses, composition room, and bindery facilities for perforating, punching, manifold and full-bound work. Five automatically fed ruling machines are a part of the equipment.

Joseph Socolof is president of the company, which caters to some of the largest banks and commercial houses in the city, having become interested in the company ten years ago.

John E. Lloyd is vice-president and general manager of the firm. Alexander Socolof, son of the president, is treasurer, and Jacob Seliger is secretary and sales manager. Twelve men are engaged on the sales force.

A sales portfolio is being prepared by the company which will be issued in connection with the removal, and which will give clients and prospective customers an idea of how the work is carried on in the plant after the placing of an order.

* * *

Say Bindings Should Symbolize Volumes' Contents

A number of Paris binders are suggesting to their customers and prospects, by direct mail and personal solicitation, that in having their books bound they should favor harmonious bindings which will symbolize the contents of the volumes.

As an illustration, the binding of a volume dealing with some pastoral subject would be green in tone. Crime stories, for example, should be bound in lurid scarlet and black, the binders say, while a book on Polar exploration would likely be white to suggest icebergs or ice floes.

Thereby, it is pointed out, the owner of a library has only to glance at the color of the bindings on a particular shelf to know without further investigation whether it contains the particular type of literature he desires to read.

* * *

Goodheart Retires as Vice-President of Bunker Printing Products Corp.

William Goodheart has retired from his position as vice-president and general manager of the Bunker Printing Products Corporation of Fort Worth,

William Goodheart

Texas. Mr. Goodheart is a former president of the International Association of Printing House Craftsmen, and is still very active in the association. He was formerly connected with printing plants in Chicago.

* * *

Nelson W. Albrecht

THE bookbinding trade mourns the loss of Nelson W. Albrecht, whose death occurred recently. Mr. Albrecht was connected with the Albrecht Company, one of the largest and best known bookbinding concerns of Baltimore.

Although only 23 years of age, Mr. Albrecht occupied an important place in the trade. He was a son of William G. Albrecht, who founded the Albrecht Company and who is proprietor of the business. Mr. Albrecht, Sr., is a member of the Baltimore City Council and devotes considerable time to this and other activities. As a result the Albrecht business was handled by his son a large part of the time. The younger Mr. Albrecht became associated with his father in the business when he was only 14 years of age and learned the business from the groundwork up. He was married a little more than a year ago.

American Book Sellers Ass'n to Enter Book Club Field

APPPROXIMATELY 600 member stores of the American Book Sellers' Association, Inc., of 32 University Place, New York City, will start a national advertising campaign this month to announce the association's entrance into the "book club field," in order to stimulate the sale of books.

The committee which will read manuscripts and select the book to be featured each month consists of Harry Hansen, literary editor of "The New York World"; Joseph Margolies, buyer for the Brentano stores; Marion Dodd, president of the Hampshire Book Shop, Northampton, Mass.; Dr. Will Durant, author of "The Story of Philosophy," and Inez Haynes Irwin, novelist.

* * *

Gulf Publishing Company Installs Bindery Equipment

ONE of the latest additions to the binding and printing field is that of the Gulf Publishing Company of Houston, Texas. This concern has been in operation since 1916, but it has just been recently since moving into its new home that commercial printing and binding has been entered into. Prior to this time, the Gulf Publishing Company has confined its business to that of publishing the several business magazines issued by the firm as well as the publication of a number of house organs from time to time for other firms.

But with one of the most attractive and most efficient new plants in the Southwest, officials decided to install complete equipment to take care of every publishing, printing, and binding need.

The outstanding feature of the new Gulf Publishing Company plant is the fact that it is well out of the business district of the city. Located along Houston's most beautiful scenic drive of Buffalo Drive that winds along Buffalo Bayou stands this attractive stucco finish building of Spanish architecture.

The ground floor of the Gulf Publishing Company building is seventy feet by one hundred and sixty-seven feet in size. The building is two stories high with the exception of a space for an open court. The second story is devoted to offices, editorial room, printing sales room, library and some stock space.

* * *

The true university of these days is a collection of books."

—CARLYLE.

Since 1837

TRADE L. & I. J. WHITE 1837 BUFFALO, N.Y. MARK

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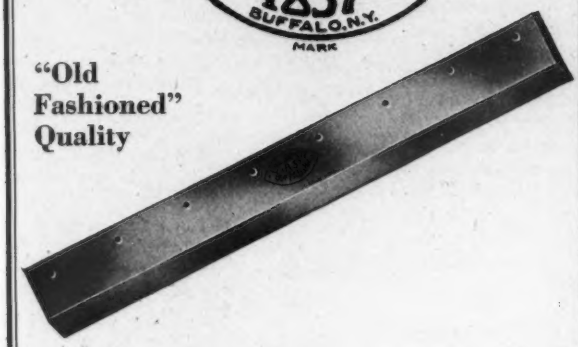

Are You Willing to Be Shown?

There is only one way to prove that White Knives will save you money—that is right in your own shop.

White Knives stay sharp longer because they have our 91 years of experience back of them. Cost no more either so may we show you? Write us today.

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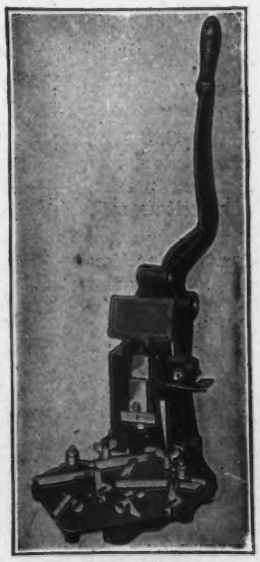
CORNER EDGE TURNING MACHINE AND APPARATUS will turn the edges on book-covers, etc., at a speed of about 1200 an hour. An inexpensive machine which will save money and labor, also producing better work than by hand. Apparatus can also be attached to any "Krause" Bench, Foot or Power Round Cornering Machine.



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A simple, inexpensive labor saving device. Machine and apparatus is being daily demonstrated in New York and will be demonstrated by the largest dealers carrying the Hoffmann Machinery Lines all over the country. Also Branch: 8 Cheneville Street, Montreal.

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Two Grades Now Ready
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A lightweight book cloth, suitable for reprint fiction or juveniles, at a price to effect large savings in manufacturing costs.

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A new cloth, strong and durable, in an attractive array of colors. Its value is not alone in its superior quality, but also in its moderate cost.

Be sure to ask for samples

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INCORPORATED

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Chicago	Philadelphia
Cincinnati	Pittsburgh
Cleveland	Portland, Ore.
Dallas	San Francisco
Fresno	Seattle
Kansas City	St. Louis
Los Angeles	Salt Lake City

Leslie W. Mendes Appointed Interlaken Sales Manager

ANNOUNCEMENT was made last month that Leslie W. Mendes, who has been Special Representative of Interlaken Mills at 18-20 Thomas street, has been appointed Sales Manager of the company.

Leslie W. Mendes

At the same time announcement was made of the appointment of Adolph V. Maerlender as manager of the New York office. Both are well-known in the book-cloth field and bindery industry, Mr. Mendes having been associated with the company over seven years and Mr. Maerlender for the past twenty years.

The company has also announced to the trade several new additions to their line of book cloth, including Numbers 113 and 114 of the Common Colors, Numbers 613 and 624 to 629, inclusive, of Bindery Buckram, and Numbers 324 to 329 of Art Buckram. Art Buckram Number 313 has been reinstated.

The new cloths are characterized by attractive and unusual colors and are designed to further round out the comprehensive Interlaken line of book cloths.

* * *

Oxford University Press, American Branch, Changes Name

The Oxford University Press, Branch, has changed its name to Oxford University Press, New York, Inc. The American branch was established in New York City in 1897, although it had been previously represented in this country by an agency. G. F. J. Cumberlete is vice-president and general manager. The office is at 114 Fifth Ave.

The history of the press began with the publication of a book which bears the imprint 1468, although it has been said the real date may be 1478.

Boston Bookbinding Co. Reports Improvement for Half-Year

A statement covering the financial operations of the Boston Bookbinding Co., of Boston, and for the period from January 1 to June 30, has been issued, and declares that the company finds conditions improving in its affairs, and that "we have reason to believe they will continue to do so through the balance of the year."

"We are carrying out a policy of direct-mail and trade paper advertising," the report says, "which is entirely new to the company, with the aim of keeping ourselves before the printers, advertisers and manufacturers that use catalogs."

* * *

Volume on St. Paul's Cathedral Fine Example of British Work

Produced with the object of making the volume an example of sound British bookmaking in every detail, a large book, "St. Paul's Cathedral, London: Measured, Drawn and Described," attracted considerable attention when exhibited recently in London.

In effect a de luxe edition, the book was printed by the Chiswick Press on pure rag hand-made paper, 15 x 22, and the binding, in half morocco, with buckram sides, gilt, was done by Messrs. Zaehnsdorg, Ltd. The volume is the first yet published on the complete architectural work of St. Paul's.

What Is Really the Foreman's Job?

(*Continued from Page* 42)

what they must do to be in line for promotion.

6. *Adjust complaints and grievances.* Clear up misunderstandings and false rumors. Many complaints can be handled without embarrassment to anyone. Present management policies in an understandable way.
7. *Improve conditions shown by studying the causes of leaving.* See that employees do not leave without being interviewed.
8. *Develop leadership.* Employees respect and stay with a leader whom they feel is looking out for their legitimate interests.

* * *

(*In the next issue of* BOOKBINDING MAGAZINE *the views of several bindery executives on what they consider the chief duties of the foreman will be presented.*)

* * *

Baltimore Co. to Build

The Baltimore Sales Book Co., 3122 Frederick avenue, Baltimore, will add a one-story addition to its paper goods and printing plant, to cost about $35,000, with equipment. T. T. Speer is president.

¶ Hub Bindery Maintains Lindbergh Pace on "Rush" Jobs

THE Union Bookbinding Co., Inc., of 289 Congress St., Boston, has been creating several speed marks, which, as baseball sports writers say, are "for the book."

This company is under the direction of Arthur S. MacKenzie, who, by the way, is secretary of the committee in charge of preparing the program of the annual E. B. A. convention, to be held next month at the Parker House, Boston.

Via Air Mail

Joe Mitchell Chapple, of Boston, editor of the "National Magazine," recently spent a Sunday afternoon on the back porch of the Hoover home on S St. in Washington. It was suggested he write a 100-page Hoover biography and have the proofs ready in five days. This was done. The next job was to get the job printed and bound. The sheets were delivered to Mr. MacKenzie at 11 A. M., and at 5 P. M. the finished product went by air mail to California.

The same Lindbergh pace was maintained on the new biography of Hon. James J. Davis, Secretary of Labor, entitled "Our Jim." The Secretary sailed for Europe on a Saturday, and O. K.'d the last proof of the manuscript submitted by his biographer, Mr. Chapple.

The book was printed and the last sheets delivered at noon and the final inserts at 4:30. The books were in the mail at 6 P. M., and reached England before Secretary Davis arrived on the George Washington, after nine days' sail, having been overtaken by the swift-going Mercury of the seas.

* * *

Gilbert Loveland Heads New Holt & Co., Religious Dept.

Henry Holt & Co., of 1 Park ave., New York City, is starting a newly-organized religious book department this fall under the direction of Gilbert Loveland.

Mr. Loveland was formerly with the Methodist Church organization. He has spent several months surveying the field and outlining his plans.

* * *

Melk Copy of Gutenberg Bible Recently Sold

The Melk copy of the Gutenberg Bible, so called because it was in the library of the Melk monastery, was bought recently at the Anderson Galleries, New York City, by Dr. A. S. W. Rosenbach of Philadelphia for $106,000. It was obtained from the monastery by Edward Goldston of London, who placed it on sale at the galleries.

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Leather—

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Keratol (Best Imitation Leather)
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(such as "Carried Forward", "Total", etc.)

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JOB BINDERY CONVEYOR GLUER

for six to thirty bindery workers.

Practical for bookbinders who cover short runs of check, memo, pass, blank or library books; loose leaf covers, filing devices, albums.

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for one to six bindery workers

Write today for literature and prices

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Telephone Windsor 1702

These Blank Book Makers of Pittsburgh Heard Presidential Speech in 1872

DURING the presidential campaign of 1872, Horace Greeley addressed a large group of Pittsburgh Democrats and Liberal Republicans, from the balcony of the Old St. Charles Hotel at Wood and Third, opposite the Stevenson and Foster Company's shop of that period.

The above reproduction, now the property of the New York Public Library, shows the old Stevenson & Foster plant and a number of employees perched on windows and other points of vantage.

The Stevenson & Foster Company, one of Pittsburgh's oldest firms, was half as old in 1872 as it is today, having been continuously in the printing and stationery business since 1820. The building shown opposite Mr. Greeley was occupied until 1876. In 1919 the Company moved to the present six story Stevenson & Foster Building at 421 Seventh Avenue, next to the Chamber of Commerce Building.

The officers of the company are: President, George R. Dorman; Vice Presidents, Eph W. Curry and Thomas Evans, Jr.; Treasurer, A. C. Stevenson; Secretary, P. V. Stevenson.

Quality Work & Prompt Delivery Aids Bindery Firm's Growth

A consistent policy of quality work and prompt delivery has brought success to the bindery of William F. Zahrndt and Son, 77 St. Paul street, Rochester, N. Y., in the opinion of Mr. Zahrndt. The firm, which is observing its twentieth anniversary, is now said to be one of the largest exclusive trade binderies between New York and Buffalo.

"We have always made it our policy to take enough time to do good work, but also to deliver that work promptly," Mr. Zahrndt said.

"It is human nature to have confidence in a man who keeps his promises."

The business was established by Mr. Zahrndt and George Eberwein in 1906 following a strike in the printing trades in Rochester. The plant was first located in a building at Front and Andrews streets, but six years ago moved into the present quarters, which provide more than twice the amount of floor space.

When Mr. Eberwein died about two years ago, his interest in the business was purchased by Mr. Zahrndt, who at the same time took his son Willis into business. The firm name was changed from Eberwein and Zahrndt to William F. Zahrndt and Son. Willis is now sales manager of the business, while the elder Zahrndt superintends the bindery.

The firm specializes in catalogs, school and college publications and blank book work. It is distributor in Rochester for the Proudfit Loose Leaf Binder.

* * *

Humphrey Bindery and Print Shop Enters 44th Year

CUSTOMERS in twelve states are supplied by W. F. Humphrey, binder, printer and publisher of Geneva, N. Y., whose modern plant at 300-312 Pulteney street, that city, observed the forty-third anniversary of its organization this summer.

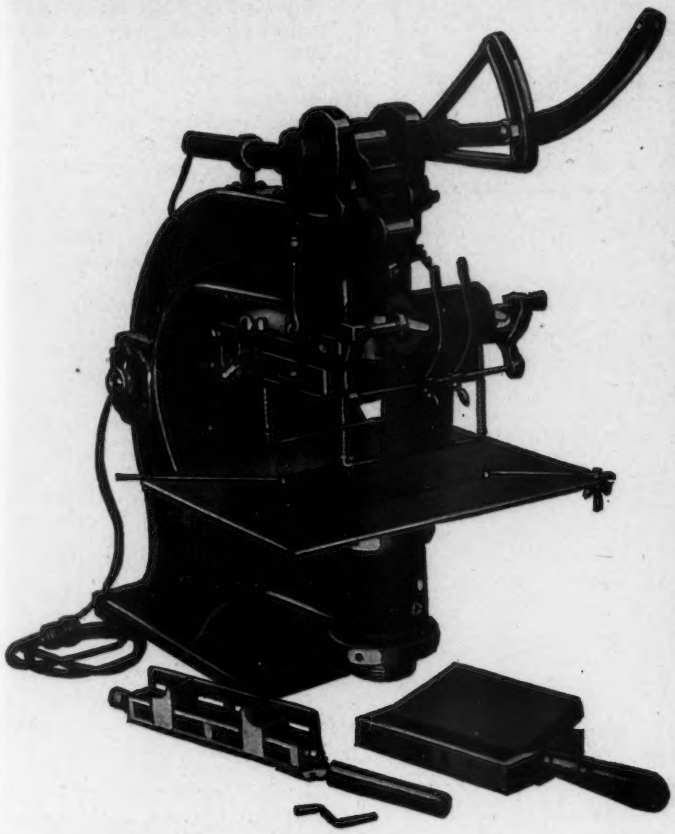
Founded in 1885

Mr. Humphrey began business May 1, 1885, three years following his graduation from Hobart College in 1882. Previous to coming to Geneva, his home was in Poultney, Vt. At an early age circumstances made it necessary for him to leave school and he then engaged in the office of the Poultney (Vt.) *Bulletin* as apprentice. Through his own efforts, four years later, after completing his apprenticeship, he entered Gray Conference Academy at Poultney and finished his college preparatory course.

The present print shop of the Humphrey plant has four monotypes, three casters, five Optimus and Miehle two-revolution presses, a Miehle vertical and three platens. In the bindery, there are a ruling machine, two folders, book sewing machinery, two cutters, punch, perforator, and wire stitchers. All machinery is driven by individual motors.

The radius of the territory covered by the plant is considerable, shipments being made to no less than a dozen states. The present plant was occupied in 1915 and was especially built with every efficiency in view.

Printing and binding plant of W. F. Humphrey, Geneva, N. Y.



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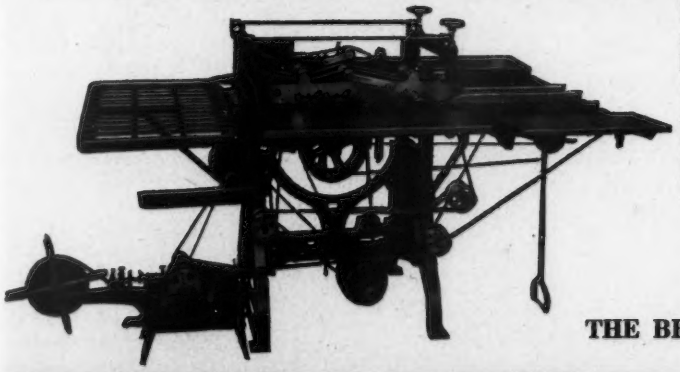
The Brackett Double Head Stripping Machine



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It does the unusual things in bookbinding and does many things better and quicker than hand labor, no matter how good or how cheap hand labor may be obtainable anywhere in the world.

Edition Binders, Check Book Makers, Blank Book Makers, Library Binders and Catalogue Publishers should investigate the unusual merits of this machine if they are interested in lower costs and greater profits.

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Foreman for Bookbindery. Must be experienced in all branches and capable of taking full charge. A thorough knowledge of bookbinding machinery essential. Address, giving full particulars. Address Box 425, care of BOOKBINDING MAGAZINE, 114 E. 32d St., N. Y. C.

WANTED

Young man with knowledge of production and costs. Excellent opportunity. H. Wolff, 518 W. 26th St.

STAMPER WANTED

Experienced in embossing and general stamping. General knowledge of airbrush work preferred. Address Box 420, care of BOOKBINDING MAGAZINE, 114 E. 32d St., N. Y. C.

POSITIONS WANTED

BOOKBINDING SALESMAN

Experienced bookbinding salesman now available for new position with reliable and progressive concern. Has very thorough knowledge of book manufacturing from composition to bound book. Desires an opportunity to show his worth in building business to mutual advantage. Best of references. Address Box 410, care of BOOKBINDING MAGAZINE, 114 E. 32d St., N. Y. C.

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All-around bookbinder and marbler seeks change. Ernest W. Hebb, 6941 Burwell Ave., Detroit, Mich.

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Address Box 430, care BOOKBINDING MAGAZINE, 114 E. 32nd St., N. Y. C.

FOR SALE

42 inch Acme, later and heavier type paper cutter in good working order. Address Box 400, care of BOOKBINDING MAGAZINE, 114 E. 32nd St., New York City.

FOR SALE

One O-A Hickok Ruling Machine, 42 inches between rails, 36-inch cloth, Striker beams with 1½ Lay-boy. Address Box 435, care of BOOKBINDING MAGAZINE, 114 E. 32d St., N. Y. C.

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EQUIPMENT WANTED

CUTTER WANTED

Wanted 1 Ream Cutter about 54 inches in width. Otter River Board Co., Otter River, Mass.

Proceedings of Last E. B. A. Convention Distributed to Membership

Members of the Employing Bookbinders of America have received bound copies of the minutes of the eighth annual convention, which was held in New York in September, 1927, at the Hotel Roosevelt. The book contains 228 pages, is well indexed and contains pictures of all the officers and the men who played a prominent part in the proceedings.

The book is made complete by the inclusion of the association's constitution and by-laws. It should prove an excellent reference for members of the organization. The composition was done by the White Printing House, Chicago, and the printing and binding by the Robert O. Law Co., Chicago.

Library Association Seeks Cooperation with E. B. A.

Joseph Ruzicka, chairman of the Library Binders' Group of the Employing Bookbinders of America, and the headquarters of this organization have received letters from Miss Linda A. Eastman, president of the American Library Association, stating that that Association is interested in the work of the Library Binders Group and expressing a desire that the relations between the Group and the Library Association can be more closely cemented this year. This is just another evidence of the many contacts that are made by reason of the existence of the national association.

* * *

House Organ Appears in Different Dress Each Month

Several large binderies and printing plants publish house organs, but it has remained for the Burkhardt Co., Inc., of Detroit, Mich., binders and manufacturers of loose-leaf binders, to bring out its publication each month in a different dress, none of which resembles the previous issue.

There is a complete change in format, type and color, thereby piquing the interest of the reader anew each time it is received. The Burkhardt Co., Inc., is well known in the "visual selling" field, constantly stressing in its advertising and publicity the need for well bound catalogs, sales manuals and display binders in personal salesmanship.

* * *

Commercial Lithographing Company Louisville, Kentucky, Expands

Owing to their increasing business the Commercial Lithographing Company, Louisville, Kentucky, were compelled to add more space. As a result they have acquired the entire fifth floor of the Sneed Manufacturing building, containing approximately 10,000 square feet.

Considerable new equipment has been added to their present modern plant which will enable them to render more efficient service.

This company, of which Frank T. Buerck is president, was organized in 1912, for the manufacturing of lithographed bank supplies and commercial stationery. The Commercial Lithographing Company has shown a steady and substantial growth, selling its products in Kentucky, Ohio, Illinois, Tennessee, Indiana and other states through their own traveling representatives.

* * *

Offers Prize for Book Design in Oxford Series

The Oxford University Press is planning to issue the volumes of "The World's Classic" in new jackets, and a prize of $250 is offered for the best design. The conditions of the contest may be learned by writing to the Oxford University Press, 114 Fifth Ave., New York City.

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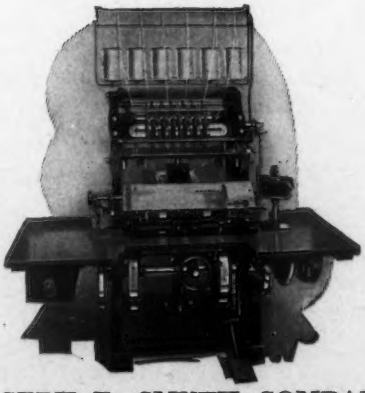

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Indian Work of 1750

An Italian Miniature

(*Continued from Page* 34)

and portraits. Much Far Eastern work lacked the religious significance so prevalent in Europe, and exhibited a lively interest in purely temporal things.

13th and 14th Century Work

In sharp contrast to the native Indian work with its portrait figures, accessories of every-day life, and a background which did not necessarily tell a story, are two other miniatures of the thirteenth and fourteenth centuries, one from Italy, the other from Germany. These are of the religious type in which each portrait is a figure from Bible history and every object suggests a part of a story or is a symbol of some kind.

The Italian miniature shown is a large and elaborately historical initial "M" from a choir book. The initial is painted in white and dull yellow on a figured blue background decorated with spirals and stars in white. Christ, Mary and Joseph, the emblems of the Passion, angels, the kneeling figures of Enoch and Elijah are shown, with other decorations. The German specimen, another fine miniature from a choir book, is an initial "A" in burnished gold on a blue ground figured in white. The top of the initial is of chain pattern, the left hand upright consisting of a few interlacing curves with leafy terminals, the right of interlacing circles and lozenges. Ezekial, robed in red, is seated holding a scroll. Above him is a tree of burnished gold in which is seated the Almighty holding a book.

True Gems of Art

What we would call the usual rules for the composition of a picture were not adhered to by the old illuminators. To them a bit of vacant space in background, foreground, or elsewhere, presented further opportunity for decoration and figures having no bearing or relation to the rest of the composition were crowded in.

For absolute beauty and brilliance there has never been developed any modern process which would equal the old illuminations. While our best productions today are far better in many ways than similar work of a few centuries ago, we do not produce the true gems such as these.

A Modern Aldus in An Ohio Town

OUT in Chillicothe, Ohio, there is a lover of fine bookmaking who performs every operation himself.

He is Dard Hunter and his work begins with the manufacture of the paper in a water mill at his home, according to "The Library Binder," published by the Wm. H. Rademaekers & Son Co., of Newark, N. J.

Like the artist-printers of old times, Hunter casts his own type. So severely does he judge his work that, it is said, out of 50,000 lower case *m's* he passed only 500 as fit for use.

He has produced, so far, only five or six books, most of which he wrote himself. Hunter is now at work on a book entitled, "Primitive Papermaking." He writes at the type case, setting up the words as they come into his mind.

Dard Hunter does all his own presswork and then binds the books himself. The finished book is a beautiful product, the work of a craftsman deeply in love with his art.

His editions number no more than 150 or 200 copies, which, needless to say, are snapped up at once by collectors and lovers of fine books. A Dard Hunter book made to sell at $2.40 will be resold at around $80, and volumes he has prepared for sale at $25 have immediately commanded a price of $125.

* * *

"Dreams, books, are each a world; and books, we know, are a substantial world, both pure and good."

—WORDSWORTH.

Tory's "Champ Fleury" Takes Four Years to Complete

Among the "Fifty Books of the Year," now on a transcontinental tour of the country for exhibition in leading cities, is "Champ Fleury," by Geofrey Tory, translated from the French edition of 1529, which was four years in the making at the Rudge Press, Mount Vernon, N. Y.

Published by the Grolier Club, only 390 copies of the book were made by the Rudge craftsmen on rag woven antique paper, each copy costing $75. The binding consists of decorative paper sides, with vellum back stamped in gold. The book was designed by Bruce Rogers, with illustrations in line, redrawn by Rogers. The setting, presswork and binding were all done at the Rudge workshop.

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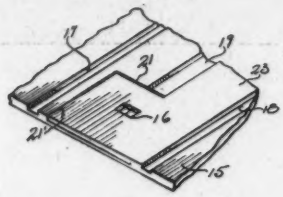
Patents and New Equipment

Embossing Leather

1,657,889. Method of Embossing Leather. Albert G. Manns, Oconomowoc, Wis., assignor to Albert O. Trostel, Milwaukee, Wis. Filed May 3, 1926. Serial No. 106,514. 1 Claim. (Cl. 101-32.)



The process of embossing designs upon patent leather or other materials having a patent leather finish, which consists in subjecting the material to heat and pressure while in contact, on its finished side, with lace to indent said finish in the form of the design of the lace.

* * *

Book Cloth Composition

1,671,856. Coated Book Cloth and Composition therefor. Henry V. Dunham, Bainbridge, N. Y. Filed April 1, 1925. Serial No. 19,997. 10 Claims. (Cl. 91-68.)

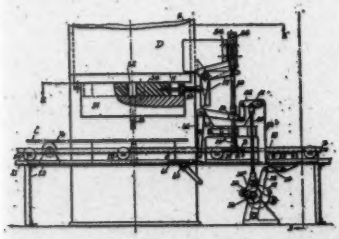
4. A substantially dry mixture of 60 parts of casein, 10 parts of borax and 30 parts of bentonite.

10. Book cloth carrying a coating containing about two parts of casein and one part of bentonite, such coating being substantially free from gloss or luster, and being substantially transparent so as not to hide the color of the cloth.

* * *

Feeding and Punching

1,668,011. Automatic Feeding and Punching Mechanism. Albert Friedman, Wyomissing, Pa. Filed May 19, 1924. Serial No. 714,378. 8 Claims. (Cl. 164-117.)



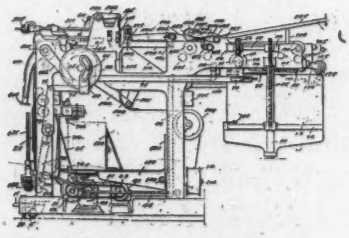
1. In combination with a punch mechanism, and plate carrier table; a table-feed mechanism comprising a frictionally engaged reciprocative drive connection; and a pattern-engaging stop mechanism comprising stop-pins adapted to automatically determine the effective feed-movement imparted to the table and the selective action of the punch mechanism.

* * *

Wire-Stitching Folding Machine

1,676,156. Wire-Stitching Folding Machine Earl D. Rader, Bedford, N. Y., assignor to Dexter Folder Co., New York, N. Y., a Corporation of New York. Filed Dec. 8, 1922. Serial No. 605,742. 67 Claims. (Cl. 270-37.)

1. A bindery finishing unit, comprising folding mechanism, conveying mechanism carrying sheets to the folding mechanism. a plurality of superposed means from which sheets are fed to said folding mechanism by said conveying mechanism, said mean including an automatic-



ally controlled pile elevating mechanism, and a frame supporting all of the mechanisms, whereby said frame and the mechanisms supported thereon may be moved together from place to place as desired.

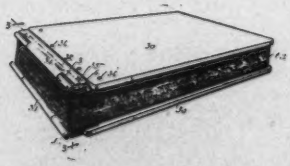
* * *

The Patent Bureau of BOOKBINDING MAGAZINE *is conducted by Royal E. Burnham, patent and trade-mark attorney, Continental Trust Building, Washington, D. C. Copies of the patents on this page as well as any others may be obtained at the rate of 20 cents each. Mr. Burnham will also be glad to assist readers of* BOOKBINDING MAGAZINE *in the matter of any other patent or legal information along these lines.*

Loose-Leaf Binder

1,674,248. Loose-Leaf Binder. Cornelius Evan Johnson, Grand Rapids, Mich. Filed July 22, 1926. Serial No. 124,260. 4 Claims. (Cl. 129-8.)

2. In a looseleaf binder; a leaf-binding member carrying a post whose outer end is provided with a lateral recess; a second leaf-binding member having an opening removably receiving said end; a bar slidably bearing on the said second member and provided with a longitudinally extending slot having an enlarged portion removably receiving said end in one slid position of the bar, and a restricted portion engaging in the recess to hold the post in the slot in another slid position of the bar, the bar having also an outwardedly spaced portion extend-

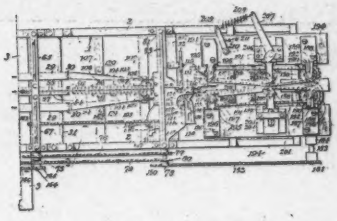


ing over the slot from end to end thereof; means for releasably holding the bar in its second-mentioned slid position.

Blank-Book Machine

1,676,112. Blank-Book Making Machine. Frederick Renz, Brooklyn, N. Y. Filed Feb. 16, 1927. Serial No. 168,753. 14 Claims. (Cl. 11-1.)

1. The combination with a carrier for the book stacks and their covers, of a sewing device, means for holding the wings of the books in a

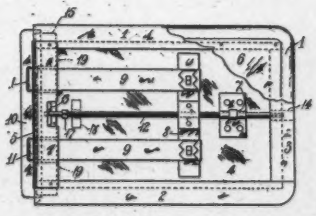


flat condition when passing said device, means for applying a wet adhesive binding strip to the underside of the covers along the median line thereof, yielding presser means to seal the binding strip to the cover, a crimping mechanism comprising vertically aligned chains to engage and bend the books along the center line, a cutter for severing the binding strip and sewing threads, trip mechanism for the cutter controlled by the passing books, squeezing mechanism, including companion chains to engage and set the folded edges of the books, and means for imparting rapid step feed movements to the conveying parts.

* * *

Loose-Leaf Binder

1,675,394. Loose-Leaf Binder. William Vennard, London, England. Filed Jan. 13, 1927. Serial No. 160,831, and in Great Britain Feb. 15, 1926. 6 Claims. (Cl. 129-41.)



1. In a loose-leaf binder of the character described having thongs attached to a bar adjusted by screw mechanism in one of the covers, a cover comprising a wall and a back edge formed as a one-piece component, and a front edge formed by a stretcher, the thongs passing through said back edge, and a thrust bearing for the winding mechanism being mounted on said integral component, so that the stresses due to tightening the thongs are confined to the wall and the back edge integral therewith.

* * *

Loose-Leaf Binder

1,657,474. Loose-Leaf Binder and method of Making the Same. Thomas P. Hyland, Kansas City, Mo., assignor to Irving-Pitt Manufacturing Co., Kansas City, Mo., a Corporation of Missouri. Filed Dec. 16, 1925.

13. In a single ply back for loose-leaf binders, a pair of flaps split from said back, each having a transverse portion at one end thereof extending the full width of the two flaps, the transverse of each flap respectively being adjacent opposite edges of the back.

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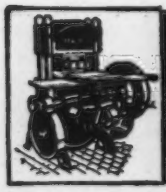

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